THE INLAND AND AMERICAN

### PRINTER AND LITHOGRAPHER

Should You Modernize Your Plant—or Move?

Donnelley Plant Produces Life's Northeastern Edition

Edwards & Deutsch Constructs New Offset Plant

Lease a Printing Plant, Run It Profitably

How to Determine Lighting Needs of Printing Plants

- BUILDING AND PLANT DESIGN
- . NEW PLANTS ISSUI

FOUNDED AS THE INLAND PRINTER IN 1883 . THE LEADING PUBLICATION IN THE WORLD OF OFFSET LETTERPRESS PRINTING

# RUSSELL ERNEST BAUM JOINS BELL & HOWELL COMPANY

## Bell & Howell Company

7100 MCCORMICK ROAD, CHICAGO 48, ILL.

C. H. PERCY

Mr. Russell E. Baum, President Philadelphia 2, Pennsylvania Baum Folder Company 1540 Wood Street

### Dear Russ:

Products Through Imagination", by improving a printer's efficiency, lowering his cost, and consistently turning that the next product line to be added to our expanding our film division and the printing industry with Bell & tions through the medium of pictures. We have more Howell Phillipsburg inserters. It seems most fitting completely lives up to our company slogan, "Finer Company has been engaged in the art of communicarecently been serving the graphic arts field through business machine division is the Baumfolder. For more than half of a century Bell & Howell out quality work.

associated with the printing industry -- an industry that of education, ideas, and communication. This is where The great battleground of the 1960's will be in the area we as a nation and as a people need to further develop does so much to advance our national purpose -- and our great strength. We are proud to be more closely look forward to serving it more closely in the years

CHPercy/nj

Russell Ernest Baum 1838.40 WOOD STREET, PHILABELPHIA 2, PA.

Bell & Howell Company Mr. Charles H. Percy Chicago 45, Illinois 7100 McCormick Road President

Dear Chuck;

Select the FIRM of INTEGRITY: Integrity of vision, I am naturally proud that Bell & Howell is taking Integrity of relationship with your customers and during the recent Holiday Season, prompted me to up where I am leaving off. My 75th birthday,

The Graphic Arts Industry in all its ramifications carries on. Charles Dickens said, "The Printer is is the foundation stone on which civilization the only indispensable man." Thinking people

therefore, folding will continue to be their most privilege to work with them, and I know that you will feel, as we always have, that their maximum folding profit is your responsibility . . . and, Printers are such fine people. It has been a

Space-age felicitations, Barry

RUSSELL ERNEST BAUM DIVISION, BELL & HOWELL COMPANY

1540 Wood Street, Philadelphia 2, Pa. TEL. LOcust 8-4470

### NEW DESIGN Highest on List

**EXHIBITS OF FINE Printing Saturday** 

JET LINER IS
Still Missing

PRINTERS TO Hold Meeting

**Newest Typeface** 

24 A Popular Display Type

Ludlow Casts Solid Sluglines

14 Inspired Compositors Do Better Work

12 Printers Are Adopting the Ludlow System

10 Typography Depends on Use of Good Judgment

Sizes 6, 8, 72, 84 and 96 point are in process

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is the name of this newest series in the popular Tempo family. Tempo Alternate Bold offers a new weight that is slightly heavier than Tempo Bold and somewhat lighter than Tempo Heavy. This new face will meet the needs of the most discriminating typographer. Fonts are now in production to make this series available in sizes from 6 thru 96 pt. inclusive. Send for your free specimen page showings today.

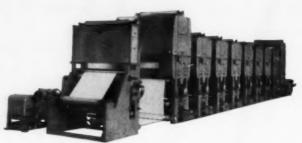
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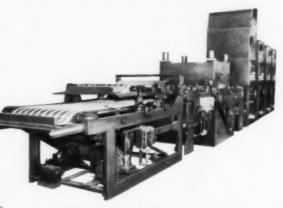
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a long tradition of quality
and service

CHAMPLAIN ROTOGRAVURE presses are designed and built to provide the finest quality in printing. High speed and precise register are combined with the production economies of a highly automated printing operation. An investment in the high quality features of a CHAMPLAIN rotogravure installation is your best assurance of top performance . . . simplicity and flexibility of operation . . . long, trouble-free service with a minimum of maintenance.

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### THE INLAND AND AMERICAN

### PRINTER and LITHOGRAPHER



58

THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

### FEBRUARY 1961 Volume 146 Number 5

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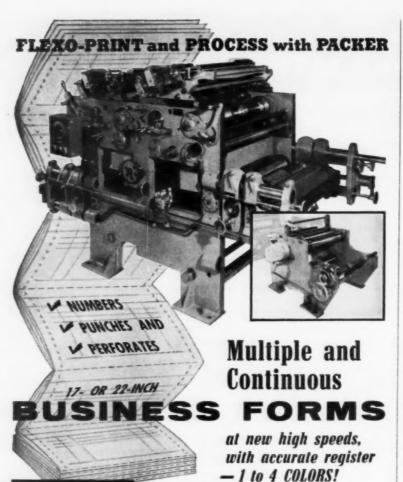
### Two Ways Printers Can Push Up Their Sales Graphs John M. Trytten points out the importance of specializing in a limited field. Ovid Riso says sell proofreading service

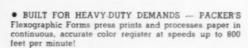
How Lithographers Can Avoid Streaks in Press Runs
Slippage between rollers and plate, plate and blanket, or blanket
and paper causes streaks. Here's what to do to prevent them

For contents of previous issues consult the Industrial Arts Index in your library

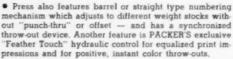
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• A combination type press, the PACKER produces either 17" or 22" forms and eliminates need for two individual presses normally required. Standard 2-color (or 4-color) presses can be built in 18", 24" or 30" sizes to process any multiple width forms required. Any quantity of numbering and punching units for processing unusually small forms can be also furnished. Versatile mechanism handles cross, skip, or angle perforations — continuous chain or file hole punching.



PACKER Forms Presses are also furnished for oil ink usage — or with combinations of flexographic and oil inks — Also, with Center or Surface Rewind and/or Sheeter. Write for complete information. Dept. IP-59.



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### THE EDITOR

### JL's Holiday Item Is Missed; Mr. Scudder Seems Miffed

You probably have a reason, although I'll never agree that it is a good one, to cheat me and thousands of others from an anticipated Christmas gift.

This is the first time in, lo, these many years that J. L. Frazier's December showing of printers' Yuletide greeting efforts has not been presented in the Specimen Review. It was missed and a disappointing end to an otherwise fairly good year.

This omission makes the December issue a poor edition compared with the previous 564 issues which included "JL's Review."

Please try to do better in the coming

You young squirts that have come into the printing industry only in the past 20 or so years don't seem to realize that it was J. L. Frazier that "made" the Inland Printer when other trade periodicals were falling by the wayside. I will agree that printing has taken great strides in those 20 years, and today is highly technological, but it cannot supplant the human quality of those who were a part of that development. Men like JLF are a very important part of the tradition of modern printing—we need him, and more like him.

So, watch it, bud!-Harvey E. Scudder, Hansen-Scudder Printers, Stockton, Calif.

(Editor's note: PRINTER AND LITHOGRA-PHER owes its readers an explanation for the omission of Mr. Frazier's Specimen Review department in our December issue. Mr. Frazier was incapacitated temporarily when he visited a hospital for a short stay in November. He "rested" for some weeks afterward. We're watchin' it, Harvey!!)

### His Attic Yields 11 Vintage Copies of The Inland Printer

When cleaning out my attic I found the following copies of *The Inland Printer* and wondered whether they would be of any value to you or to anyone else. They are all in good condition except the two noted with no cover: December, 1896; April 1901 (no cover); April, 1897 (no cover); October, September, and May 1903; August and September, 1904; June, 1905; May 1910, and July, 1912.

I would appreciate your letting me know of anyone who could use them.— Edward J. Turtle, 757 Occidental Ave., San Mateo. Calif.

### U. of Texas Printer Likes Looks Of Our Caledonia Body Type

Congratulations on the new type dress. Caledonia, if properly printed, should be much better on coated stock than Garamond No. 3.

I want to say something about your (THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER) Christmas cardwhich is a nice job, and I want to thank

you for remembering me. You used camera modification to get the foreshortened poster effect, so I am not absolutely certain about the type. I think, though, that it is what ATF for some years has been selling under the name of Caslon Antique. The Saturday Evening Post uses this type, too, on the covers of its Franklin birthday issues. If that is the type you used, Franklin not only never saw it, but there isn't anything Caslon about it. This was a Barnhart Brothers and Spindler design sold under the name of XVIth Century. You will find one of the first showings in their big brown-buckram-covered specimen book issued about 1910.-VanCourtright Walton, The University of Texas, Austin, Tex.

### Finnish Printers Pay Homage To Baroque Era Craftsmen

When the 60th anniversary of the cooperation of the Finnish printers was celebrated in fall of 1960, the Central Organization of Graphic Industries in Finland decided to publish a scientific work on the typography of the "personal pieces" which were produced by the first Finnish printers between 1642 and 1713.

This in many respects unique work has been written by D. Phil. Toini Melander during the last decades. It is titled: Suomen kirjapainotaitoa barokin cuostadalla (Art of Printing in Finland During the Baroque Age). An introduction to the cultural era of the baroque age has been written by D. Phil. Eino E. Suolahti.

To show our gratitude towards your worthy periodical with its many interesting articles, we have today sent you a copy of this book. Please note, that after the Finnish text there is a summary in Swedish, English, and German.—Paavo Virusmäki, Graafinen Keskusliittoo—Grafiska Centralförbundet, Helsinki, Finland.

### Compiles Catalog of Bullen's Articles From The Inland Printer

Since the subject is so intimately concerned with your publication, I thought you might care to have a copy of the attached compilation of Henry Lewis Bulleu's "Collectanca Typographica."

Bullen himself apparently made an attempt to list his contributions to this department in *The Inland Printer*, but after a study of his list I concluded that it was worthless.

The alternative was to go to the bound volumes of *The Inland Printer* in the University of Minnesota library for direct examination of each issue, and that is what I did.—Dr. James Eckman, 921 Eighth Ave., S.W., Rochester, Minn.

### That Old Bugaboo 'Only' Again; This Time It's Romantic

I noticed the brief "bugaboo 'only'" in the December issue. Reminds me of what a fellow said about putting the amplifiers, modifiers, and what-have-you in the proper place. He gave the following as a good example: "She told me that she loved me." But, drop "only" in anywhere—before, behind, or between any two words and see what happens to the sense. Silly isn't it?— James H. Crimmins, 5 Bonnie Dr., Exeter, N.H.



"Right off hand the Balemaster Cyclomatic System has taken the hard work out of handling and baling. It's much easier now and we load the cars much faster" says Meredith's custodial foreman. Fast, automatic high-density baling is clean, economical, reduces storage space, lowers shipping rates.

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from the pick-ups at the trimmers

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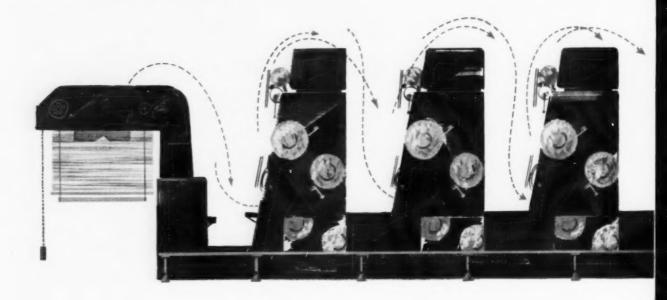
signatures and other waste are also baled

after being torn to pieces by the Cyclo-

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Choose from 9 colors and white. Wide choice of finishes and weights.



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### FEW **FACTS ABOUT** THE MIEHLE 43/60 AND 54/77OFFSETS

Outstanding performance is the reason for the enthusiastic acceptance of the big new Miehle 43/60 and 54/77 Offset Presses. They deliver unexcelled printing quality and unbeatable production (speeds up to 6500 on the 43/60 and 6000 on the 54/77)...and they are packed with profit building design and construction advantages. Here are a few.

Patented overlap sheet register system assures adequate time for exact register at highest speeds... each sheet is slowed down, preregistered and gently brought up to the main guides while still partially covered by the preceding sheet moving off the feedboard.

Multiple front guides for positive register, proven on thousands of Miehle presses throughout the world ... multiple guides support and control entire front edge of the sheet without distortion.

4-Way Master Control of sheet register while the press is running... patented...front guides may be raised or lowered...moved forward or back to increase gripper margin or cock the sheet...optional device permits entire front guide system to be curved should printing conditions require.

Swing Gripper Infeed assures constant register at any speed...swing gripperstaketheaccurately registered sheet from rest at the front guides—then accelerate it to full press speed...at the point of transfer the sheet is under positive control, momentarily held by both swing grippers and cylinder grippers, moving at the same speed...no gadgets ...no false speedups...no intermediate steps.

Anti-smudge 3-step transfer between units protects quality...ink repellent is automatically applied to the finely grained surface of first transfer drum-positively eliminates wet ink deposits. In place of a third drum Miehle uses a unique "air glide" tubular transfer. Rotating grippers transfer the sheet while forced air keeps the back of the sheet hugging a tubular shell-the freshly printed side remains untouched...an air brush smooths the sheet as it moves into the next impression cylinder...constant register is maintained throughout the run because every sheet is handled by the same sets of grippers.



Grippers that really hold assure hairline register and prevent a major source of color separation...unmatched holding power for all weights of stock with extremely fine tungsten carbide grit applied to gripper faces—won't mar the finest papers—lasts a lifetime...precision-built, positive acting gripper closing cams—eliminate the bounce of ordinary spring-type grippers.

Full width delivery retarding roller

uses low vacuum from simplified high volume exhauster which requires no lubrication or maintenance...greatly increased holding area supports and retards the sheet across its entire width...a turn of a knob while press is running adjusts sheet release timing at the delivery ...front edge jogging delivers perfectly stacked loads...patented receptors make it simple for the pressman to remove a sheet for inspection at full press speed.

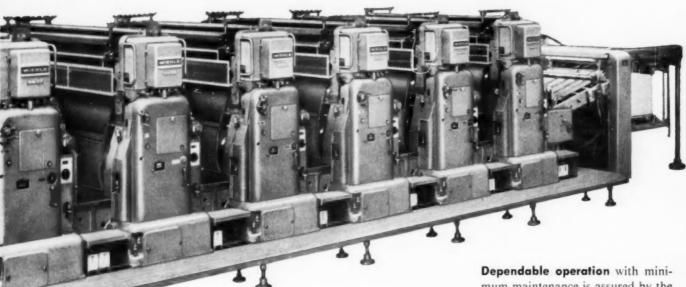
Patented True Rolling cylinders eliminate paper stretching forces at their source, assure exact print length, sharp dots and many extra advantages...identical printing units ...simplified makereadies...longer plate and blanket life...reduce load on gears with no backlash.

**360° inker vibrator timing** of rotative inker drive has many advantages...vibrators can be timed to reverse while form rollers are in cylinder gap or at any one place on the press plate...versatile and easily adjustable for all printing conditions.

Versatile add-a-unit design of the one to six-color Miehle 54/77 and 43/60 Offset Presses protects your investment...self-contained printing units can be added or removed as plant requirements change...nearly 100 conversion units have already been added to Miehle presses right in the customer's plant.

A Web/Sheet feeder—for short grain work only—is available to combine the economies of purchasing paper in rolls with the flexibility and quality of a sheet fed press.

Press crews like many of the Miehle easy operation features which enable them to concentrate on craftsmanship by reducing fatigue... simplified feeder settings...air-separation-no combers...two-speed power hoists and simplified load handling at feeder and delivery... see-through blanket clamps...dropaway ink fountain blade simplifies wash-up...easy-out form rollers-#1 and #4 can be removed without disturbing vibrators...final roller settings by feel from outside the press...low silhouette for maximum accessibility and convenience.



All four form rollers get full supply of even the stiffest inks from the heavy duty roller train of the simplified Miehle inker...no special arrangement required to supply the first two form rollers...drop-away ink fountain permits quick and thorough cleaning of all components.

Dampening is fully controlled at each unit with an independent, all electric water fountain drive... adjustable for any speed selection by a simple dial setting... fountain drive release clutch disengages the water vibrator and ductor drive—permits the use of all types of dampener coverings—eliminates scuffing and needless wear during wash-up and makeready operations.

Center and off-center slitters available as optional equipment... exceptional accuracy, easily accessible...swing-away unit comes back into exact position without further adjustment. Delivery is equipped with adjustable pile separators.

Carton printers, who are increasingly turning to the offset process, find many additional advantages in the Miehle 43/60 and 54/77 Offsets ...long stroke cardboard feeder pickup...heavy duty push and pull "lift clear" side guides to handle the heaviest sheets...true print-to-cut register using three guides to conform to the guides on the cutter...True Rolling cylinders for exact print length...continuous operation with an auxiliary elevator applied to the feeder and a double pile delivery.

mum maintenance is assured by the advanced design, precision manufacture and rugged construction of the Miehle 43/60 and 54/77 Offsets... lifetime cylinder bearers of finest forged alloy steel, fully hardened and carefully polished...unmatched strength of printing cylinders...tapered fit cylinder gear hubs...cylinders run on precision, preloaded roller bearings...forged steel drive gears are sealed in continuous oil bath... automatic lubrication to hundreds of points on printing units, feeder and delivery...air pumps require no lubrication. Backed by nationwide Miehle service, too.

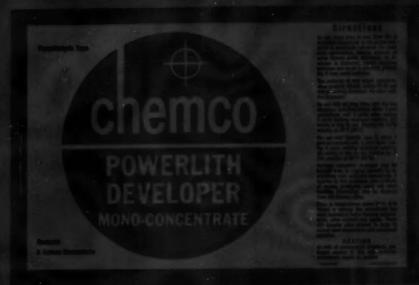


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- Maximum convenience . . . no more mixing at all! Just add liquid Mono-Concentrate\* to water. You can prepare a tray to working temperature, ready for use, in less than one minute.
- Greater economy . . . a single 5-gallon Cubitainer of Mono-Concentrate makes up to 25 gallons working developer. Economical pricing provides smaller users with savings available up to now only to large, bulk volume buyers. Unique, selfreplenishing feature can bring additional savings of more than 35%.
- 3. Longer tray life . . . Mono-Concentrate lasts longer and develops more film than other litho film developers, is less affected by aerial oxidation.
- 4. Superior quality . . . successfully combines long tray life economy with highest contrast and density. Saves opaquing time by eliminating pinholes. No dry chemical powder to settle on negative and produce troublesome spots.
- 5. Flexibility . . . by simply adjusting the

- dilution ratio, any practical developing time can be achieved at any desired temperature. **Mono-Concentrate** can be diluted to match perfectly your own darkroom procedures.
- 6. Easy self-replenishing . . . when developing time increases due to loss of developer strength, the addition of a small amount of undiluted Mono-Concentrate will bring the bath back to its original full strength. This saves time, money and insures uniform negatives without varying developing time.
- Indefinite shelf life . . . Mono-Concentrate
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These advantages add up to better negatives developed at lower cost... produced quicker and easier than with any other developer. For the complete story, write for Chemco Technical Bulletin No. 10. Better yet, order a 5-gallon trial supply today. We guarantee your complete satisfaction or your money back. For best results, team Mono-Concentrate with Chemco Power-Fix, also packed and dispensed from a Cubitainer.

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makes up to 25 gallons of
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Nothing easier, nothing better.



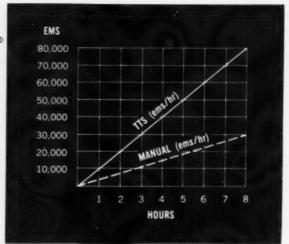
CHEMCO PHOTOPRODUCTS COMPANY, INC., Main Office and Plant — Glen Cove, N. Y. ATLANTA, BOSTON, CHICAGO, CLEVELAND, DALLAS, LOS ANGELES, NEW ORLEANS, NEW YORK

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When you set type for books, magazines, directories, catalogues, house organs - in fact, any straight matter -TELETYPESETTER can triple the output of your linecasting machines.

The TTS® system is based on the industrial technique of dividing a single complex operation into two simple operations: 1. Perforating a tape on the TTS Perforator which has a fast touch system, typewriter-like keyboard; 2. Feeding the tape into a TTS Operating Unit which is mounted beneath the keyboard of the linecasting machine.

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### Kodak announces

### 5 new continuous-tone films

### All on Estar Base

KODAK BEPARATION NEGATIVE FILM. TYPE 1. ESTAR BASE. This is a new, fine-grain, pan film of moderately high speed for low-to medium-contrast work, such as transparency separations, and for making masks. Closely matched color gammas. Harder emulsion means shorter drying times. Suitable retouching surface. On 7-mil Estar Base for dimensional stability and kink resistance.

KODAK SEPARATION NEGATIVE FILM, TYPE 2, ESTAR BASE. This is a new, fine-grain, rapid-drying, suitable-speed pan film of high contrast, on stable 7-mil Estar Base. For making color-separation negatives for the positive masking and camera-back masking methods. Also for making continuous-tone positives from color negatives. Surface made for retouching. Well-matched color gammas.

KODAK COMMERCIAL FILM (ESTAR BASE). A rapid-drying blue-sensitive film of medium speed—capable of giving moderately high contrast—coated on stable 7-mil Estar Base. For making negatives in copying continuous-tone subjects, as in photogravure, and for other work not requiring green or red sensitivity. Special emulsion surface facilitates retouching.

kodak 33 Positive Film (Estar Base) is a new, fine-grain, rapid-drying, blue-sensitive film of moderately high speed and medium contrast, on stable 7-mil Estar Base. Chiefly for making continuous-tone positives for photogravure and photoengraving color work. Its shorter toe helps preserve good highlight gradation in positives. Excellent also for masks in positive masking, and for the pre-masks in two-stage masking, when a 7-mil support is desired.

KODAK BLUE SENSITIVE MASKING FILM (ESTAR BASE). Photographically similar to Kodak 33 Positive Film (Estar Base), but on the thinner 4-mil Estar Base. Well suited for the overlay masks used in photogravure for color correction, for boosters, and for drop-out masks.

Now—designed specifically for your use—the complete line of high-quality emulsions, all on Estar Base. Your Kodak graphic reproduction dealer now has all the films pictured. Your Kodak Tech Rep will explain and demonstrate them if you ask him.

Test for this advertisement was set photographically.





AVAILABLE NOW... LEVEL/SMOOTH

Surfa/gloss

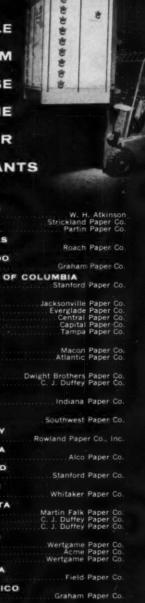
ROLL / BLADE COATED LETTERPRESS GLOSS

THE NEW STANDARD OF PREMIUM PRINTABILITY AT NON-PREMIUM PRICES



AVAILABLE FROM THESE FINE PAPER MERCHANTS

-	-ROII
	ALABAM Montgomery Birmingham Mobile
	ARKANS
	COLORA Denver
	DISTRICT Washington
	DISTRICT Washington FLORIDA Jacksonville Miami Orlando Tallahassee Talmpa
	GEORGIA Macon
	Macon Savannah ILLINOIS Chicago Rock Island
	INDIANA
	INDIANA Indianapolis KANSAS Wichita
	KENTUCK
	Louisville LOUISIAN New Orleans
	New Orleans MARYLAN Baltimpre
	MICHIGA
	MINNESO Duluth Minneapolis St. Paul
	MISSOUR Kansas City St. Louis Springfield
	NEBRASH
	Omaha NEW ME: Albuquerque
	NEW YORK
	NORTH C Charlotte Raleigh Raleigh
	OHIO Cincinnati
	OKLAHON Enid Oktahoma Ci Tulsa
	PENNSYL Allentown
	Lancaster Philadelphia Reading
	SOUTH C Columbia TENNESS Chattanooga
	TENNESS



Schlosser Paper Corp AROLINA

Chatfield Paper Corp.

ICO

RK

Epes-Fitzgerald Paper Co.

VIRGINIA WISCONSIN

Dwight Brothers Paper Co

here's what you buy

### WESTON cotton fiber BONDS

**OUTSTANDING QUALITY** 

**EXCEPTIONAL PRINTABILITY** 

CUSTOMER-PLEASING PERFORMANCE

Weston leadership in cotton fiber bond papers is based on much more than a 100-year reputation for fine papermaking. The obvious quality, superior printability and completely dependable performance of Weston bond papers all help you to sell and produce more and better work at a profit. Call for Weston cotton fiber bonds by the names you know and trust - Old Hampshire, Defiance, Holmesdale, Winchester, Lenox, Weston and Merit - all readily available from your nearby Weston paper merchant. Byron Weston Company, Dalton, Massachusetts. Makers of Papers for Business Records Since 1863.

Cotton Fiber: BONDS · LEDGERS MACHINE POSTING LEDGERS INDEX BRISTOLS . SPECIALTIES









NEW 3M **TYPE IMAGE DEVELOPER STAYS** WORKABLE **LONGER** 



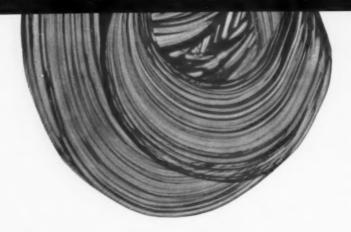
IT'S EASIER TO USE—YOU DON'T ADD PROCESS GUM DURING DEVEL-OPMENT! After desensitizing in the usual way, just pour this improved formula developer on the perfectly smooth aluminum surface of a Type "R" Plate and rub up the image. You'll have no streaks, unevenness, plugging, or drying out. It will stay moist and workable during development—even on largest size plates!



get stronger, more perfect develop-ment and more consistent running images, and you see why platemakers and pressmen agree this new Type "R" image Developer is great!

grounds are more plug-free-stay clean, crisp, and open. All this means you can get better quality printing easier than ever before with famous 3M Brand Type "R" Plates!

improved 3M Brand Type "R" Image Developer with large size 3M Brand Type "R" Plates. And, remember, prices are lower now on extra large 3M Type "R" Plates!



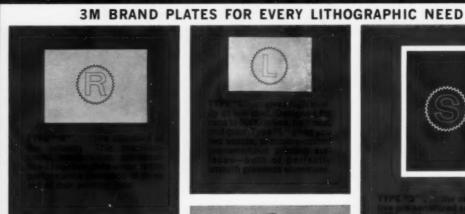
Four reasons why you get better printing quality at lower production costs with pre-sensitized 3M Type "R" Plates





















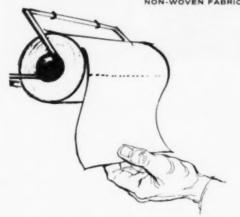
NESOTA MINING AND MANUFACTURING COMPANY



"He's been walking on air ever since he started using WEBRIL WIPES!"



### WEBRIL wipes to perfection



**PAINT BRUSH ACTION** means uniformly thin coatings for longer-running, trouble-free plates.

Can't Scratch - contains only pure, soft cotton.

Super Absorbent - removes the last traces of etches and acids.

Lintless - even with lacquer, developing ink, or gum arabic.

Amazing Wet Strength – interlocked fibres can't come apart. Perfect for applying developing ink and lacquers and for developing out and gumming.

**Handy**-You simply tear 8' square, precut wipe from convenient wire rack. No hunting, no cutting — always at arms length.

WEBRIL NON-WOVEN PABRIC PATENTED

MAIL	THIS	COUPON	-									
1		1	THE	KE	IN	D	AI	L	cos	MIN	NY	

Dept. IP-21, Walpole, Mass.

I'd like to try Webril Wipes – free. Please send me samples for testing.

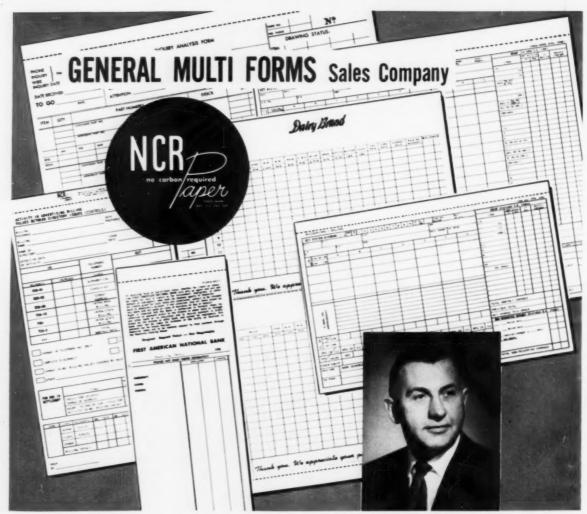
Name\_

Company

Address

City\_

State



C. B. Strong, President of GENERAL MULTI FORMS Sales Company

### "NCR PAPER Increased Our Forms Volume 22%."

GENERAL MULTI FORMS, Nashville, Tenn.

"NCR Paper answers the increasing demand for more efficient business forms. Many of our customers find NCR Paper increases forms efficiency, reduces waste and thus saves them time and money.

"NCR Paper makes possible new business that is contributing greatly to the over-all growth of our company. In fact, the acceptance of NCR Paper forms manufactured by GMF has been overwhelming.

"During our fiscal year of 1959-60, we experienced an increase of 400% in NCR Paper forms sales over the preceding year. During the same period, our total forms volume increased 22%.

"Our increased volume is due largely to the versatility of NCR Paper for what seem to be unlimited applications.

"As a progressive part of our nation's printing industry, we believe we will continue to grow and profit from the increasing market for NCR Paper."

Botrong

President GENERAL MULTI FORMS

NCR Paper's market for business forms is tremendous! Investigate to-day. NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.

NCR PAPER ELIMINATES CARBON PAPER

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio 1039 OFFICES IN 121 COUNTRIES • 77 YEARS OF HELPING BUSINESS SAVE MONEY

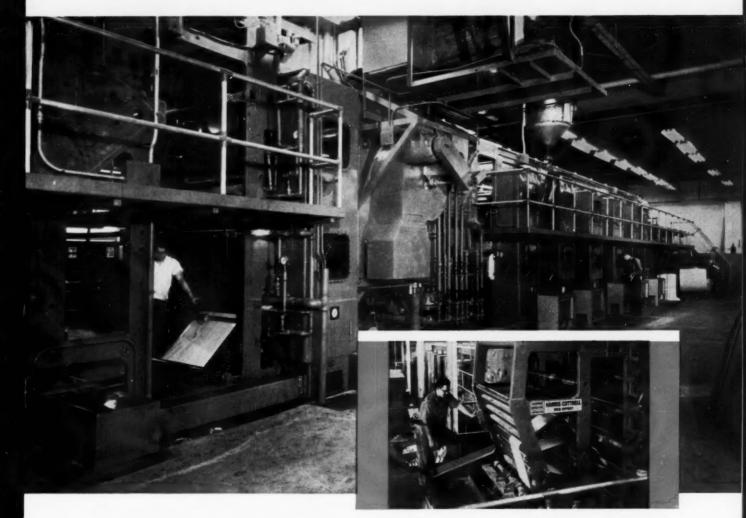


### What Hy Safran has to say ABOUT THE NEW HARRIS-COTTRELL 35 x 50" WEB OFFSET

"This web offset was just what we needed to increase the over-all versatility of our plant and to place even greater emphasis on quality, highspeed specialization.

"Highly important to us in our selection of Harris-Cottrell's new press was the productive jaw folder (shown inset) that handles runs of 1200 feet per minute—ideal for our specialized publication printing. And with the 50-inch web width, we expect to get over 24,000 64-page,  $8\frac{1}{2} \times 11$ " signatures per hour . . . for top-quality work, that's really producing!"

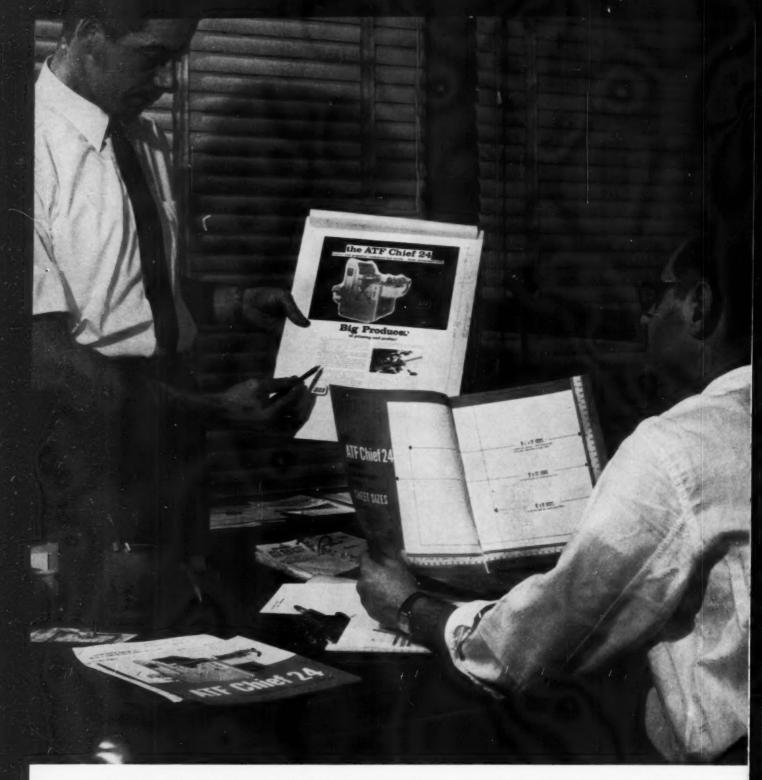
This new Harris-Cottrell 5-unit, 10-color perfector is an all-around press for medium-to-long runs . . . and with its choice of two folders, is a versatile press in terms of products produced. It's the first in a new size range from Harris-Cottrell, and a major step toward rounding out our fast-growing web offset line. • Perhaps a Harris-Cottrell web offset  $35 \times 50''$  (or our smaller  $22\frac{3}{4} \times 38''$ ) can open up a whole new field of business for you.





### THE COTTRELL COMPANY

A Subsidiary of Harris-Intertype Corporation
13 Mechanic Street, Westerly, Rhode Island



"This job is 8½ x 11" full bleed. If we put it on the new ATF Chief 24 we'll get at least 19,500 per hour."

THE CHIEF 24 FEATURES SPEEDS UP TO 6500 IPH-HANDLES  $8\frac{1}{2} \times 11^n$  (WITH FULL BLEED) OR 9 x 12" JOBS FOUR-UP. Write for Literature.



### American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey

ATF type faces used in this advertisement: Century Schoolbook with Italic and Craw Clarendon Book



### kleen-stik® DUBL-STIK

### 2-Sided Pressure-Sensitive Tape



Exclusive "Finger-Flip" Edge for Fast, Easy Application ! RECIPE for dealer preference for your P.O.P. material: design and produce the most attractive displays possible...tie them in with a powerful national promotion... then add DUBL-STIK to guarantee they'll get up!...DUBL-STIK is the double-sided self-sticking tape—a thin, tough film coated on both sides with extra-strong KLEEN-STIK adhesive. Easily applied by hand or automatic applicator, it bonds instantly to practically any material...holds up even relatively heavy displays.

### Double the Pressure-Sensitive Benefits of KLEEN-STIK!

- · Needs no water, glue, tacks, staples, etc.
- Easy to put up just apply tape, peel off backing, press in place.
- \* Waterproof and invisible when applied.
- Resists temperature changes from -20° to 220°F.

Write for samples and information on DUBL-STIK and other Kleen-Stik pressure-sensitive products.



OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

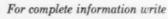
### Reasons why the SOUTHWORTH CORNER CUTTER is Tops

- Cuts up to 4% inch lifts, direct from cutter, thus increasing production 30%.
- Gauge guides may be set at either side for quicker, more accurate alignment.
- Larger table gives greater work surface area, extra convenience in stacking.
- Three-way control switch, enclosed knife and treadle guard, reduce floor hazards, prevent accidents.
- New 1/2 h. p. motor and an improved clutch deliver double the power.



This ruggedly-built Southworth Power Corner Cutter makes the toughest assignment possible . . . cutting round corners, diagonals and reverse corners on paper, plastic, cloth or board with equal ease. Knives and dies are made of high grade tool steel, simply installed and interchangeable. Standard knives available in a wide size range. Special knives custom-made on order.

And only Southworth offers a 24-hour resharpening service.



### SOUTHWORTH MACHINE CO.

GRAPHIC ARTS DIVISION

522 Warren Avenue Portland, Me.

Mfrs. of Paper Conditioners; Automatic Skid Lifts; Lift Tables; Skid Turners; Hand, Foot, Motor Driven Punching Machines; Humidifiers
Envelope Presses; Punch Heads; Tabbing Knives and Corner Cutters plus Custom Built Equipment.



### IS THIS SAMPLE BOOK IN YOUR FILE?

Or is it on your desk, ready for action? If you don't own a copy of this useful book, just call your Hammermill Merchant. Or write directly, on your business letterhead, to Hammermill Paper Company, 1601 East Lake Rd., Erie 6, Pa.



### WESTERN PRINTING keeps wiping operation efficient with handy, economical LITHOWIPES

Western Printing and Lithographing Co., of Racine, Wisconsin, (operating unit of Western Publishing Company, Inc.) is the nation's largest lithographer. Western has used Lithowipes for over 20 years.

Ray Carter, foreman of Western's lithoplate making department, says: "We are perfectly satisfied with the performance of Lithowipes. We use them for cleaning developer and etch from the plates; for applying alcohol, copper base, lacquer and ink. We prefer them over rags because they're handy, can be thrown away and they always do a good job."



Lithowipes come in two textures: <u>FOLDED CREPED</u>—designed especially for lithoplate houses. Ideal for inking, lacquering, applying asphaltum and alcohol wash. <u>FOLDED RIBBED</u>—with the texture that provides the roughness required to pick up finely divided metals and components from the etched image. Both textures give you these advantages: can't scratch; absorb alcohol instantly; no lint; no "roll-under"; hand size. Economical, they pay for themselves in savings on laundry bills, alone.

FREE!	TRIAL	PACKAGE	OF	LITHOWIP	ES!

Kimberly-Clark	Corporation,	Dept. No.	IA-21-L.	Neenah,	Wisconsin
Please send me	my FREE tri	al package	of Litho	wipes.	

☐ FOLDED CREPED ☐ FOLDED RIBBED

Name Firm Name

Address
City Zone State

Another product of



World leader in quality products for home and industry



## Ansco proco

Now available—popular Reprolith® Ortho Type B emulsion coated on a high quality translucent paper base for greater cost savings on mass production line work! Reprocopy will provide all the advantages of the fast, orthochromatic Reprolith Ortho Type B emulsion plus the low-cost benefits of a high quality translucent paper base that's perfect for those low-budget line jobs.

New Ansco Reprocopy responds perfectly to filtration, yet is fast enough to permit short exposures and a high rate of production. And Reprocopy can be used with either a vacuum back or on a glass plate using Ansco Stay-flat solution.

Maximum photographic density of 3 plus is achieved in only 2 minutes of developing in Ansco Reprodol® Developer. Contact your local Ansco representative today for further information. Ansco, Binghamton, N.Y., A Division of General Aniline & Film Corp.

Ansco Reprocopy

# OFFSERS PAPERS



In a few words . . . table flat, precision cut, strong, opaque. Color, the *quiet-white* that gets things read.

Important. Bergstrom reprocessing *tames* wild paper fibers and you're assured superb dimensional stability, one pass or four.

Another Bergstrom exclusive . . . packed in self-sealing cartons, cartons that *reseal* for *reuse*. Thor\* samples from your paper merchant, or wire . . .



### BERGSTROM PAPER COMPANY

beautiful papers thoughtfully packed

NEENAH, WISCONSIN



### NEW-from Heidelberg!

- it's a flatbed
   it's a rotary
   it's a wrap-around
   it's a <u>litho</u> press!

 $It's \ a \ complete \ printshop-all \ in \ one \ Original \ Heidelberg. \ Write \ for \ details.$ 

### ORIGINAL HEIDELBERG

### Main Offices

Heidelberg Eastern, Inc. 73-45 Woodhaven Blvd., Glendale 27, Long Island, N. Y. Telephone: TWining 6-5500 New York City Display Room—350 Hudson Street

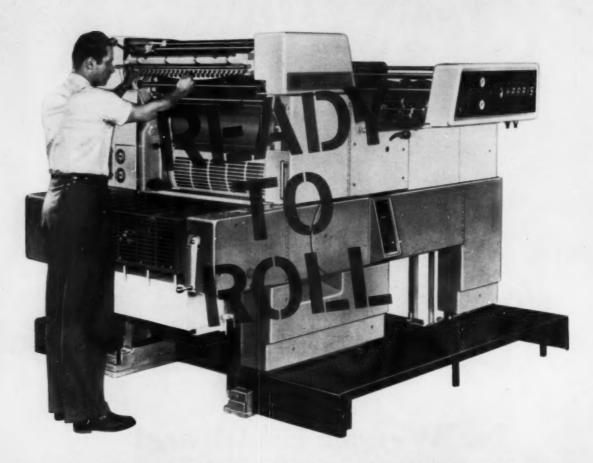
Heidelberg Western Sales Co. 1700 South Wall Street, Los Angeles 15, California Telephone: RIchmond 9-1251 Rush me information on this exciting new press.

Name\_\_\_\_

Company\_\_\_\_

Address\_\_\_\_\_State\_\_\_\_

### \*Wrap-Around" Letterpress



Letterpress leadership is ready for you with the Harris "Wrap-Around" Press. Years of research and over a year of actual field production use have proved the profitability and productivity of the "Wrap-Around" press for a number of commercial printers. • Write today for complete press specifications, plus information concerning the range and type of commercial work now being done. We will also be happy to discuss comparative cost figures, platemaking techniques and platemaking sources with you. Write or call today.

HARRIS INTERTYPE CORPORATION HARRIS-SEYBOLD

A Division of Harris-Intertype Corporation 4510 East 71st Street; Cleveland 5, Ohio

### WHY YOUR CUSTOMERS SOMETIMES GO TO ANOTHER PRINTER

One of the most important differences

between the successful printer and his

competitors is his ability to anticipate and satisfy

the unspoken desires of discriminating customers.

Often neglected is their wish that correspondence

subtly reflect their personal standing and prestige

of the firm. Because your customers

look to you for expert judgment,

it is a sound investment to stock, recommend

and print their stationery on a PARSONS Bond Paper.

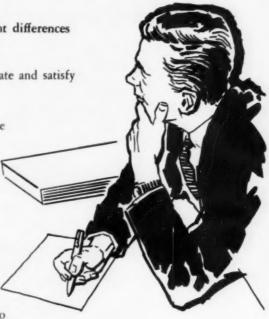
When you suggest obvious top-quality look, feel and

performance, your customer is satisfied

and flattered. You have translated his needs into

your ability to help him. You have earned his

lasting respect, confidence and continuing business.



Prestige Papers for Business

### PARSONS BONDS

YOURS: Outstanding Letterhead Design Portfolio — created by the Advertising Design Department of worldfamous Pratt Institute on Parsons King Cotton Business Papers. Write on your business letterhead for Portfolio Number 832



OLD HAMPDEN BOND

PARSONS BOND • 100%

L'ENVOI • 100%

LACONIA BOND A 75%

EDGEMONT BOND ■ 50% HERITAGE BOND ◆ 25%

RASABLE BOND ♦ 25%

RASABLE BOND \$ 257

Contact your local paper merchant or the mill

PARSONS PAPER DIVISION

NATIONAL VULCANIZED PIBRE CO.

HOLYOKE, MASSACHUSETTS

### reduce costly "down-time"

...by going to press with a clean, trouble free S&V Heat Set Web Offset Ink. Formulated to your press, heater and stock specs—these inks save you money on every run. For sparkling, economical results let us arrange a trial run today...S&V Service is as near as your phone.



WEB



INKS

SINCLAIR and VALENTINE Co.



PRINTING INK DIVISION OF AMERICAN-MARIETTA COMPANY 611 West 129th Street, New York 27, New York

# NEAT **NEW IDEA** FOR WIPE-ON" COATINGS

Keep your hands out of solutions - dry and stainfree. The new WEBRIL Appli-Pads with applicator technique does the job more cleanly, easily and more uniformly than ever before possible. The "paint brush action" in WEBRIL Appli-Pads flows solutions more evenly. You can wipe on smoother, thinner, stronger coatings that mean longerrunning, trouble-free plates. No skips, no streaks.



WEBRIL Appli-Pads are made of 100% soft, absorbent, chemically-pure cotton . . . won't tear, scratch or lint. They're the neat, new technique for wipe-on coatings, pre-sensitized plates and color proving. Mail the coupon today for your free test samples.

#### THE KENDALL COMPANY

Dept. IP-21, Walpole, Mass.

I'd like to try WEBRIL Appli-Pads. Please send me free test samples and applicator.

Name.

Company\_

Address.



seals...



labels...



stickers...



continuous forms...

### print easier, better on TRO-MARK adhesive label paper!

Here's the adhesive paper that stores ... feeds ... prints ... delivers ... die cuts like the finest printing paper. It's Trojan Tro-Mark with revolutionary Suspension Grip Surface.

Unlike conventional gumming, Tro-Mark's surface is made up of millions of separate adhesive beads that do not touch. So-both paper and adhesive are free to expand or contract . . . can't cause curling even under extreme humidity.

As a result, Tro-Mark adhesive paper and finished labels

can be stored like ungummed paper and labels. And, because Tro-Mark prints like ungummed paper, even on multiple runs, you get more perfect sheets per hour...save time and money ... assure your customers' satisfaction.

Ask your Tro-Mark distributor for the story on Trojan Tro-Mark (plus free sample sheets). Contact him now!

#### The Gummed Products Company

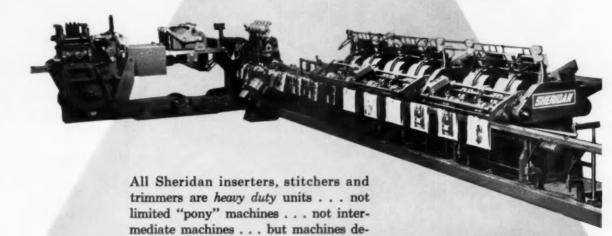
Division St. Regis Paper Company . Troy, Ohio

"TRO-MARK" is licensed under Patent #2793966.



# AUTOMATIC SADDLE BINDING?

Sheridan builds to achieve high hourly production... not to meet a price!

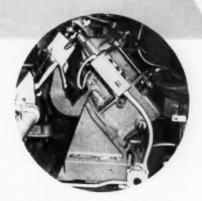


This extra value may mean a slightly higher initial investment . . . BUT Sheridan equipment consistently returns higher profits through a substantially lower cost per thousand books.

signed and built to deliver consistently

high hourly production.

Heavy duty construction of all units, with the weight in the right places, plus dynamic balancing of rotating parts, eliminates vibration and deflection, the major causes of equipment malfunction. These extra construction values also mean minimum maintenance and longer machine life.



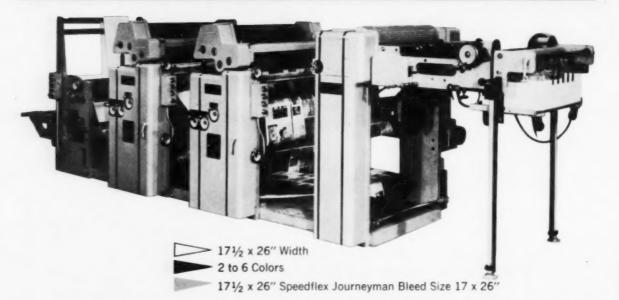
Only Sheridan offers the positive action Sheridan master book caliper for unfailing detection of over or under sized books . . . another extra value feature.

T.W. & C. B. SHERIDAN COMPANY 220 Church St., New York 13, N. Y.

PRODUCT OF 125 YEARS OF EXPERIENCE 183

# Speed Stex JOURNEYMAN

... for rotary speed and unexcelled quality!



## ON EXHIBIT AT WESTPRINT '61

See it in booths 130, 131, 132 149, 150, 151 The Journeyman, as illustrated above, will print a  $17\frac{1}{2}$  x 26'' sheet size 2 colors on one side or one color on both sides. As an alternate, it will print a  $17\frac{1}{2}$  x 11'' sheet size 2 colors on both sides.

Speed: 20,000 per hour.

Equals 80,000  $8\frac{1}{2}$  x 11'' 2 colors on one side or 1 color both sides, or 40,000  $8\frac{1}{2}$  x 11'' 2 colors both sides.

The Speedflex Journeyman produces large solids, reverses, lines, type and halftones with a maximum of perfection in color and marginal registration. Journeyman COLOR PRESSES are equipped with cylinder size paper conveyor rollers, 360° electric planetary registration control, and ink dryers if required.

Special Journeyman presses are available in the 26" width with cylinder circumferences of 17, 19½, 21, 22 and 22½".

Quality printing on all type of paper stocks... write for your samples today!

#### PUGLISI - DUTRO, INC. DESIGNERS OF PRINTING MACHINERY

Learn more about these sensational profit-making Journeyman presses . . . NOW! Write, wire or phone collectSOLD AND SERVICED EXCLUSIVELY BY PUGLISI-DUTRO. INC. 117 WEST NINTH STREET, LOS ANGELES 15, CALIFORNIA - MADISON 7-8556

ATLANTA, GEORGIA CHICAGO, ILLINOIS NEW YORK, N.Y. 3224 Peachtree Rd. N.E., CEdar 7-7307 7 South Dearborn St., RAndolph 6-7977 1140 Broadway, MUrray Hill 3-1253



#### WESTERN GEAR CORPORATION

# Standardization and control with **DIACO Contact Printing Center** by Unitronics

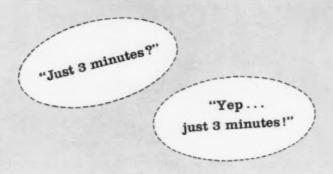
The DIACO new, all-in-one "contact camera" incorporates such outstanding features as precision light-metering and color-temperature monitoring controls, large 22" x 26" vacuum frame with register pins, adjustable vacuum pressure, automatic filter wheels, and a light source for every photographic need.

With your photographic technician at the TELL-ALL control panel, he can do color separation, point light duplicating, direct positive exposures, color proofing and masking, all while remaining completely independent of other shop facilities.

The DIACO PRINTER is an entirely new concept... providing everything your photographic technician needs to do his job more economically... and the precision controls to do it better. For more information write Unitronics, Inc., Subsidiary of Lanston Industries, Inc., Box 4768, Philadelphia 34, Pa.

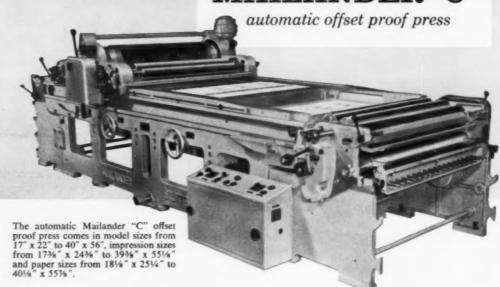


Proofing Film • Film Dispenser • Light Integrators • Optical Depth Gauges • Contact Camera • Step and Repeat Machines • Overhead Cameras • Plate Coaters • Developing and Darkroom Sinks • Vacuum Printing Frames • Layout and Stripping and Dot Etching Tables



Cut wash-up to 3-5 minutes

with the MAILANDER "C"



But you get far more than fast wash-up. Each Mailander "C" offers you completely automatic inking and dampening as well as wash-up. Easy-to-adjust settings that let you control color register. Up-to-330-impressionsper-hour speed. One-lever plate positioning.

Smooth stops and starts that minimize press wear. Your choice of five models.

To save time, work and paper on every job, do your proofing on a Mailander "C". Write for complete details on Mailander presses and HCM service — today.

#### MAILANDER

Offset Proof Presses

Product of J. G. Mailander, Stuttgart, West Germany

Distributed in the U.S. exclusively by:

80 Varick Street New York 13, N. Y.



General Sales Agent: Consolidated International Equipment & Supply Co., Chloage, III.

Authorized Dealers: East Coast: Ernest Payne Corporation, New York / Philadelphia: Foster Type, Philadelphia, Pa. / West Coast: Graphic Arts Equipment & Supply Company, Les Angeles, San Francisco, Seattle, and Portland.







This was your first love. A frisky bit of a puppy no bigger than a roller skate.

You saw him in the pet shop window and knew he had to be yours.

So you begged. Pleaded. Made extravagant promises. And got him!

You never let that dog out of your sight. You played, ate-even slept with

him. He was your friend and willing slave. Your proudest possession.

Where is this kind of pride now? In your work. In seeing a tough printing job run smooth as silk under your knowing direction.

Pride. We share it with you. Because good printing begins with good papers. And that's the only kind we make.



# ATLANTIC FINE PAPERS EASTERN FINE PAPER AND PULP DIVISION - STANDARD PACKAGING CORPORATION - BANGOR, ME.







# Just how effectively does Atlantic Opaque prevent show-through?

This insert will give you a good idea.

Atlantic Opaque makes the printer's life easier in every way a paper can. Its fluorescent whiteness gives more brilliant reproduction. It offers outstanding ink receptivity. It is uniform in trim, caliper, bulk and moisture content. This is the paper that minimizes press preparation, and helps speed the job through the press.

And when the job calls for savings in postal costs, try Atlantic Opaque in a *lighter* weight. You'll find it ideal for envelope stuffers and inserts.

Atlantic Opaque is available in Regular, Vellum and distinctive Deep Etch finishes. Ask your Eastern Franchised Merchant for samples. Or write us direct.

#### EASTERN FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION . STANDARD PACKAGING CORPORATION . BANGOR, ME



Production facts: This insert printed offset on new, brilliant white Atlantic Opaque, Regular finish, basis 80, on a 52 x 76 4-color press, 30 up at 4,000 IPH. Sheet size 50 x 76½. Color sequence was yellow, blue, red, black. Press plates were deep etch aluminum from 175-line screen positives.



# NEWSLETTER

#### UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Experts Say Recession
Has Reached Low Point

Recession seems to be at or near its lowest point, experts say . . . mildest of any in postwar years . . . recovery later this year predicted strong and prolonged. Government favors faster depreciation to encourage business spending for new plants and equipment . . . no tax cut in sight, but plans in hopper to tighten up on existing taxes, especially on expense accounts. Rise in postal rates still possible but not yet 50-50 prospects.

U.S. Public Printer
Choice Still in Air

New U.S. Public Printer not appointed as of Feb. 10. Ray Blattenberger retired post Jan. 20, left Washington Jan. 31. Several prominent printers in the running . . . toss-up as to which one gets it. Government Printing Office will observe its 100th anniversary this year.

Soderstrom to Retire NAP-L Post March 1 Walter E. Soderstrom will retire as executive vice-president of National Assn. of Photo-Lithographers on March 1 because of ill health . . . will be succeeded by William J. Stevens, Miehle Philadelphia manager, who had worked with Soderstrom on NAP-L staff for number of years. Soderstrom will serve in advisory capacity.

New Prepress Color Proof by 3M Coming A negative-acting prepress color proof that can be processed and ready for viewing in 10-15 minutes has been introduced by Minnesota Mining & Mfg. Co. . . . national distribution by this summer. New method provides fast, standardized check of color break, value, register before offset plate is made. See March IAPL New Equipment dept. for details.

Eight Unions Planning Graphic Arts Unity Eight unions will begin work on plan for unity among graphic arts unions . . . included are Amalgamated Lithographers, typographers, bookbinders, papermakers, printing pressmen, stereotypers, photoengravers, and American Newspaper Guild. One aim is elimination of jurisdictional conflicts.

New Equipment-Supply
Dealers Section Formed

Temporary chairman of proposed Graphic Arts Equipment and Supply Dealers Section of Printing Industry of America, Inc. is Walter E. Thomas, George R. Keller, Inc., Washington.

(Over)

### **NEWSLETTER**

(Continued)

Miehle Introducing New Offset Press Line Soon New line of offset presses to be announced soon by Miehle
. . . new rotary letterpress undergoing tests in New York.

New high-speed press for job printers coming next fall . . .

new newspaper press for papers in 15,000-30,000 class

ready in 1962. Dexter division of Miehle-Goss-Dexter

will have new folder out soon . . . Lawson, also M-G-D

division, will have new cutter out by end of this year.

Electronic Engraver
Makes Plates Rapidly

New high-speed electronic photoengraving machine announced by Graphic Electronics, Inc. . . . produces 8x10 plate same size as original photo in 20 minutes, also makes line etchings from line drawings . . . can also make 12x18 size. Called Photo-Lathe, device uses ordinary lathe as basic equipment. See March IAPL for full details.

GAIA Urges Canadians
Buy Printing at Home

Canada's Graphic Arts Industries Assn. starting nationwide campaign to arouse Canadians to importance of buying their domestic printing requirements in Canada and as near home as possible. GAIA now has about 650 members.

629 Weeklies Printed By Offset Process Offset process now used to produce 629 weeklies and 32 dailies, according to American Press survey, which also reported that 779 weeklies and 118 dailies plan to switch to offset in next two years.

Color Changes by 1970 Forecast by Birren Bright flame red will be most marketable color by 1970, said Faber Birren, nationally-known president of American Color Trends, when he was announced as consultant to graphic arts group of Sun Chemical Corp. on Feb. 8 . . . will have enormous effect on advertising, packaging, merchandising . . . Bristol blue back in favor, beige out. Sun manufactures printing inks. See March IAPL.

Miller Co. Promoting New Web Offset Line Web offset presses being pushed by Miller Printing Machinery Co., Pittsburgh . . . A. E. Searle, Jr., Miller V-P, will handle program. Miller has manufacturing and patent rights for Trailblazer web offset press, to be basic entry.

**Latest in Paper Mergers** 

International Paper Co. has acquired paper enterprises in Puerto Rico and Mexico of W. R. Grace & Co. . . . Hammermill will acquire <u>Burgess Envelope Co.</u> of Chicago . . . <u>Hamilton</u> Paper Co., Miquon, Pa., now controlled by Weyerhaeuser Co.



4-color offset reproduction from a transparency by Paul W. Cloud



# Lithographic Papers

LUSTERKOTE
OFFSET ENAMEL
CAMEO BRILLIANT
OVERPRINT LABEL
FOTOLITH ENAMEL
CASCO ENAMEL
PRINTONE LITHO
SILKOTE OFFSET

#### PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y.
ALLENTOWN, PA.
ATLANTA, GA.
BALTIMORE, MD.
BIRMINGHAM, ALA.
BOISE, IDAHO

BOSTON, MASS.

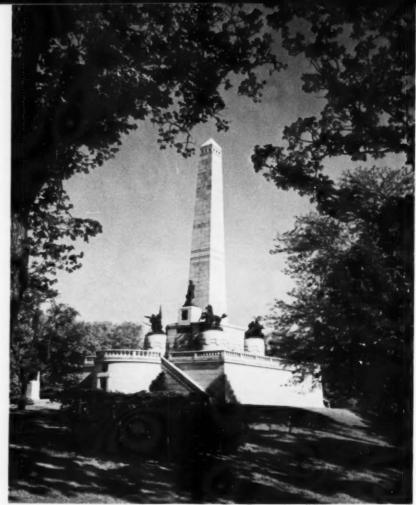
BUFFALO, N. Y.
CHAMPAIGN, ILL.
CHARLOTTE, N. C.
CHATTANDOOGA, TENN.
CHICAGO, ILL.
CINCINNATI, OHIO
CLEVELAND, OHIO
CLEVELAND, OHIO
COLUMBUS, OHIO
COSCORD, N. H.
DALLAS, TEXAS
DAYTON, OHIO
DENVER, COLO.
DES MOINES, IOWA
DETROIT, MICH.
EUGENE, ORE.
FORT WORTH, TEXAS
FRESNO, CAL.
GRAND RAPIDS, MICH.
GRAND RAPIC Company
Visignia Paper Company
Virginia Paper Company

HOUSTON, TEXAS
INDIANAPOLIS, IND.
JACKSON, MISS.
JACKSON, MISS.
JACKSON, MISS.
JACKSON, MISS.
JACKSON, MISS.
Townsend Paper Company
Virginia Paper Company
KANSAS CITY, MO.
Tobey Fine Papers of Kansas City, Inc.
Southern Paper Company
The Triquet Paper Company

JACKSON, MISS.
JOKANAS, ARS.
JOKANAS, ARS.
JOKANASH, MISS.
JACKSON, JACKSON, ARS.
JACKSON, MISS.
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JACKSON, ARS.
JACKSON,

EXPORT AND FOREIGN

TORONTO, CANADA Buntin Reid Paper Co., Ltd.
New York City (Export) Moller & Rothe, Inc.
Latin America, West Indies, Philippine Islands, Hong
Rong, South Africa, Australia.
B. J. Ball Limited
New Zealand B. J. Ball (N. Z.), Ltd.
HAWAHAN ISLANDS Honolulu Paper Company, Ltd.



Lincoln's Tomb, Springfield, III.

Photo by Louis C. Williams

## Warren's CAMEO BRILLIANT

#### DULL - GLOSS - FALMOUTH - SAXONY

This insert is a lithographed demonstration of WARREN'S CAMEO BRILLIANT - Falmouth Finish, basis 80 (160M). CAMEO BRILLIANT is a double-coated paper of exceptional brightness - suitable for de luxe halftone printing either by offset lithography or by letterpress. The pictures on the front and back of this insert demonstrate how effectively the paper accentuates the brightness of highlight areas and adds life to illustrations, whether in process color or blackand-white.

CAMEO BRILLIANT is available in Dull and Gloss finishes - also in the special finishes Falmouth and Saxony-in basis weights 70, 80, 100 and 120, and in cover and cover-bristol weights. The dull finish provides a non-glare background for pictures and type. The gloss finish permits the use of finer screen halftones by letterpress. The special finishes Falmouth and Saxony lend an embossed texture to lithographed prints.

Consult your Warren Merchant for items available from local stocks.

This demonstration was run offset from 175-line deep-etch plates, six up on a 35 x 45 press.

Write for free booklet - "How Will It Print by Offset"

S. D. WARREN COMPANY · BOSTON 1, MASS.



# Should You Modernize Your Present Plant? Or Build a New One? Or Move?

Here are some basic principles you need to consider if you are beset by the problem of what to do to improve your facilities

By Roy P. Tyler, Special Services Engineer, Harris-Seybold Co.

HERE ARE a few basic principles of plant location to bear in mind as you weigh the decision of whether to undertake a program of major modernization of present facilities or to move to a new location.

Although there are scores of tangible and intangible factors that should be weighed in reaching a final decision, initial considerations include an objective appraisal of building construction, labor availability, and future expansion requirements.

To evaluate the suitability of your present and proposed plants, ask yourself the following questions as they pertain to your alternate possibilities:

#### ? ? ? ? ? ?

1. Is the plant location convenient to normal sources of materials and supplies?

2. Are you within an efficient distance of your customers, suppliers, and banking facilities for fast, low-cost service?

3. Is the area subject to abnormal crippling "acts of God" such as floods and fires?

4. Are sources of water, gas, and electricity reliable and adequate at all seasons?

5. Is there an ample supply of skilled craftsmen available?

6. Are both personal and freight transportation facilities convenient and adequate?

7. Are tax and property evaluation rates reasonable and favorable?

8. Is the area progressive and holding promise of continued improvement?

9. What return on assets can be expected for the alternate decision? In evaluating the present and proposed plant sites, familiarize yourself with building codes affecting the locations. Investigate both the present and allowable businesses of the neighboring plants. An area zoned for light industrial use is preferable. Be cautious of an area zoned for heavy industry—a neighboring drop hammer or heavy metal-forming machine may vibrate your plant and equipment.

Determine whether there are water limitations which might affect your fireprotection and insurance rates, and whether there exist any restrictive clauses in utility contracts being offered, such as a forced reduction in gas or electricity usage under certain seasonable or peak-period conditions.

The need for adequate transportation is an obvious requirement in this day and age. Investigate transportation facilities in terms of attracting and holding your personnel force, as well as from the standpoint of efficiency and cost in receiving and shipping conditions. Don't forget to add a strong plusfactor in weighing your parking needs as you determine the cost and availability of such facilities.

Efficient layout is a highly important factor in holding down production costs. Analyze the lines of materials flow and work areas surrounding equipment in your present location. While engaged in this phase of your evaluation, it would be wise to get the views and suggestions from your foreman and the people who work in various production departments.

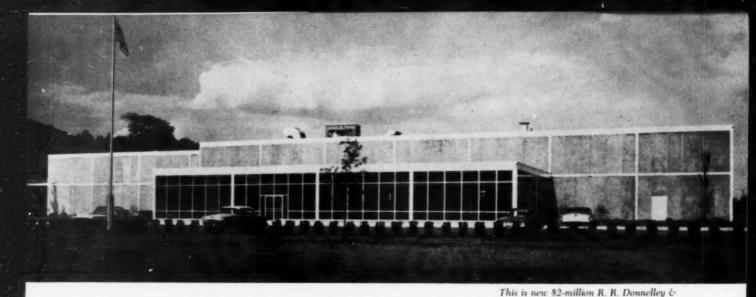
If your analysis indicates that efficiency is less than good and little relief can be expected, you can only look forward to a growing problem in these times, as both volume and competition are increasing.

When studying your needs, plan for continued growth of your company. While some increase in productive capacity may be gained through greater efficiency and additional shifts, there are practical limits to the economics and availability of second- and third-shift labor. It is generally better to expand work space than to leave no alternative other than around-the-clock production.

When comparing any two locations, either or both of which include a multistory structure, be sure to investigate thoroughly the practical as well as the allowable floor loading capacity. Floors above ground level, particularly, may not be of proper construction to take high, live, fluctuating loads required by lithographic machinery. The quality of your lithography and the efficiency of your production may depend on the adequacy of the press foundation. Installing presses on well-designed foundations in the ground is preferred.

Generally, single-story plants are most efficient in terms of space utilization, materials handling, and operational control. For these advantages, there may be some penalty in the cost of heating and air conditioning. Be sure to weigh realistically the problems and limitations of elevator facilities when adding up the pros and cons on a multistory facility.

In conclusion, the "population explosion" taking place in America means expanding opportunities for industry. This growth holds special promise for the printing industry. Evaluate and plan your future facilities with a bright and larger tomorrow in mind.



# New Donnelley Connecticut Plant for Life Edition

New pressroom and bindery handles Life's Northeastern States Edition

in Old Saybrook, Conn., for Chicago's R. R. Donnelley & Sons Co.

R. R. Donnelley & Sons Co. (The Lakeside Press) has printed *Life* magazine for nearly 25 years—since its first edition in 1936—at its Chicago plants.

Last November a new *Life* plant was born in Old Saybrook, Conn., to produce copies for the Northeastern States Edition. *Life's* total average net paid circulation as of Dec. 31 was 6,764,686 copies, according to Time, Inc.

Over \$2-million has been invested in the Old Saybrook plant; some \$8-million is the total planned for full operating capacity.

The setting up of Old Saybrook manufacturing division is a major step in an expansion program, under way for several years at Donnelley's, which has other plants at Warsaw and Crawfordsville, Ind.; Willard, Ohio; Lancaster, Pa., and Detroit.

Connecticut Governor Abraham Ribicoff's spade broke ground for the Old Saybrook plant on July 22, 1959. Sons Co. building in Old Saybrook, Conn., which is used to print many thousands of copies of Northeastern States Edition of Life magazine; remainder of the press run is handled in Donnelley's Chicago printing plant. Plates are shipped from Chicago, and only presswork and binding are done in the Connecticut plant. Office areas are within glass-enclosed portion of building

Eleven months later, the 125,000 square-foot one-story building was in place.

Two high-speed rotary magazine presses (letterpress) and accompanying binding and mailing machines form the major production units.

A third press, now about one year under construction at Harris-Intertype's Cottrell Division at Westerly, R.L., will be installed at Old Saybrook next year.

All preliminary work, such as typesetting and making of halftone and line engravings, is done in Donnelley's Chicago division where the largest portion of Life is printed. Press plates are shipped to Old Saybrook.

A single-level structure, about 320x 475 feet, the Old Saybrook building contains 125,000 square feet. Exterior walls are of precast, colored concrete panels and red face brick; curtain wall construction for the office section is of aluminum and glass. Granite and quartz aggregates from local quarries are in the concrete panels, which help the plant harmonize with its surroundings. Areas adjacent to the building have been landscaped.

A section of roof utilizes exposed trusses to permit low building lines and a clear span of 55 feet for streamlined plant layout.

The insulated press foundation is reinforced with steel to withstand the heavy loads and vibrations of the presses. The floors are of wood blocks to reduce employee fatigue. A special pit for processing and baling scrap paper

Three magazine binding lines in the new Donnelley printing plant in Old Saybrook, Conn., handle gathering, stitching, trimming on Sheridan units for thousands of copies weekly



required a foundation extension 16 feet below the water table.

Shipments to and from the plant will be handled by truck and by rail. Floodlights on reels attached to a shipping dock canopy make it possible to load and unload freight cars around the the clock. A two-way communications system, using microphones and loudspeakers, guides truck operators in and out of the shipping and receiving docks 24 hours a day.

Underground fuel storage tanks have automatic, thermostatic control by immersion-type heaters, with a complete safety wiring and a network grounding system of all metal parts and structures, including railroad tracks. Building steel is grounded by special rods driven into the earth beneath the foundations.

A complete alarm system registers on a master control panel and monitors the functioning of sprinkler flow, boiler flame, air intake, fire pump, water storage tank, and press water systems. The fire protection system includes a 100,-000-gallon, elevated water tower.

The two-decker, roll-fed, two-color Hoe rotary letterpresses print and fold magazine pages ready for binding and trimming. Signatures are usually 16 or 32 pages.

Sheridan gathering, stitching, and trimming machines nearly a half block long, finish the magazines. Folded signatures measure on the average about 11x14% inches of a coated paper. These trim to the finished magazine size of 10%x13% inches.

Employment at Donnelley's Old Saybrook plant reached about 150 when production of *Life* began there in November. Total plant employment is expected to reach 300 or 350 when full operation has been achieved.

Nucleus of the operating force is 37 graduates of local high schools who entered craftsmen's apprentice programs. The plant now operates with three shifts.

Donnelley has an extensive placement and counselling program to select persons for job matching their aptitude and capabilities. The company screens applicants carefully and aids them.



Donnelley's pressroom supervisor Albert Canfield (foreground) points out the functions of various parts of roller mechanism to a group of apprentice workers undergoing training

## Burroughs Corp. Todd Division Builds New Plant in Los Angeles

The new Western printing plant of the Burroughs Corp., Todd Co. Division, was placed in operation Jan. 14 on a 20-acre site in the City of Industry in Baldwin Park, which is just outside Los Angeles.

Although production equipment was moved from the former plant in downtown Los Angeles several months ago, organization for full production and many final construction and decoration details were completed only last month.

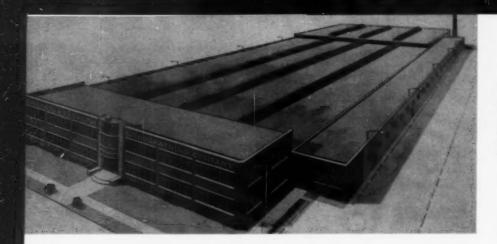
Company officials, headed by Harold S. Chase, Burroughs board member, and Carl E. Schneider, vice-president of the Burroughs Corp. and the general manager of Todd Co. Division, were on hand for the opening. An open house for employees and their families was part of the event.

The new one-story facilities, which cost about \$1,713,000, embody about 160,000 feet of floor space, with room for expansion as needed. The plant is the largest of the firm's 14 branch printing plants located from coast to coast. It formerly was the Charles R. Hadley Co. and continues basically the same line of printed products—accounting forms, bank checks, and other related supplies.

The plant is under the general supervision of Gordon G. Minter, Western production manager; Edward T. Bogardus is plant manager.

This is the new Western printing plant of the Todd Division of Burroughs Corp. near Los Angeles. One-story facilities, which cost about \$1,713,000, embody 160,000 square feet





Edwards & Deutsch, Chicago lithographers, have moved into new plant in suburban Cicero after 64 years in Loop. Firm now has over 100,000 square feet of space with additional 65,000 square feet available for future expansion. New plant and its equipment represent over \$1-million

# Edwards & Deutsch Lithographers In New Chicago Suburban Plant

Company has select list of national advertisers for which it has been producing

high quality lithography for many years, some for well over a half-century

THE MOVE of the 64-year-old Edwards & Deutsch Lithographing Co. from Chicago to west-suburban Cicero represents an investment of more than \$1-million in new plant and equipment, according to Arthur F. Meding, president and treasurer.

Located at 2320 S. Wabash Ave. in Chicago since 1906, the firm outgrew its old building, to which no major structural changes had been made since the addition of the third and fourth floors in 1912.

The new quarters increase the lithography firm's work space from 70,000 to 102,500 square feet, with another 65,000 square feet available on the property for future expansion.

The new plant has air-conditioned offices and complete temperature and humidity control throughout.

In addition, the modern industrial design of the red-brick, concrete and glass building—combining a one-level factory and a two-story office section—eliminates elevator operation in the

handling of paper tonnage and makes streamlined production possible.

Most of the 175 employees, many of whom already lived in the western suburbs, remained with the firm when it moved.

One of the Chicago area's mediumsized lithographing establishments, Edwards & Deutsch operates Harris presses, which include 52x76 four-colors, 42x58 two-colors, 41x54 two-colors, 41x54 one-colors, and 44x64 direct-rotary units.

Looking at floor plans for new Edwards & Deutsch plant are (from left) Fred C. Cleland, vice-president for sales; George Brown, superintendent; A. F. Meding, president; John H. Huss, executive vice-president, and Dean Milburn, vice-president for creative sales



Edward & Deutsch owns one of few Saltzman vertical cameras in country equipped with Ascorlux Pulsed Xenon light source



Other major equipment includes a Harris-Seybold 84-inch cutter, a Lanston 421/x421/2 process overhead camera, a 31-inch Consolidated process camera. a T. C. Saltzman vertical camera, a 20x25 Directoplate camera, a Huebner-Bleistein 90-inch plate whirler, Lanston-Monotype photo-composing machines for 64x80 and 42x59 plates, two Zarkin-Zenith plate-graining machines (70x101 and 84x150), a Kenneth-McAdams 30-inch perforating machine, Lanston-Monotype upright plate whirlers in 61-inch and 77-inch sizes, a Peerless projector for 24- and 30-sheet posters, and a Miehle B-29 power proof press.

Receiving and shipping operations are facilitated by the plant's location on a railroad siding and by pneumatically controlled doors and a hydraulically controlled platform lift.

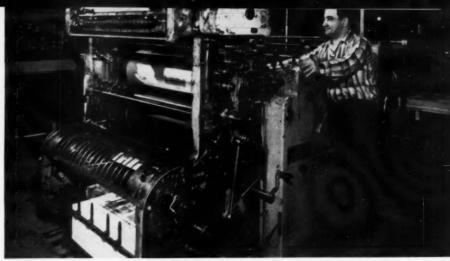
All areas have fluorescent lighting. Plant floors are of treated cement. Vinyl tile covers the reception-room floor; asphalt tile, the office floors.

From its beginning, Edwards & Deutsch has confined production to lithography. According to John H. Huss, executive vice-president, the company has produced practically everything that can be done by lithography on paper or cardboard, from seals the size of postage stamps to 24- and 30-sheet bill-board posters.

Edwards & Deutsch specializes in creative advertising material, particularly external company publications, while turning out a regular schedule of labels, calendars, seals, catalog inserts, counter cards, booklets, and billboard posters.

Company officials believe the firm is one of the few lithographers in the United States which still does its own color processing and platemaking. Annual sales total almost \$6-million.

The company has held many of its accounts for decades. Its oldest is National Biscuit, for which it has been producing advertising materials since 1896. Among the 50-odd accounts served for 20 years or more are other national advertisers, such as Pure Oil, Schlitz, Jantzen, Caterpillar, Sunkist, and Coca Cola.



Edwards & Deutsch installed Miehle B-29 power proof press for offset plates two years ago



Edwards & Deutsch plant has 13 Harris offset presses, including a number of color units

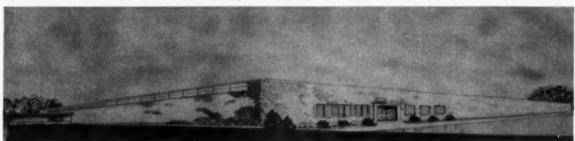
## Watts Opens New Business Forms Plant for Short-Run Snap-Outs

The Alfred Allen Watts Co. Inc. has opened a new business forms plant at Dillsburg, Pa., which will specialize in short-run, snap-out forms. This will be the fourth plant operated by the company; other facilities are in New York and in Newark and Clifton, N.J.

The installation, a 15,000-squarefoot, one-story building, designed by architect Leroy S. Kimmons of York, Pa., has been constructed on a six-acre tract along the Harrisburg-Gettysburg Road in Dillsburg and will be occupied by the Watts Business Forms Co., a division of the Alfred Allen Watts Co.

Robert Jocham, who was assistant superintendent of the Clifton plant, is the general manager. The new facilities will be devoted to the specialized manufacturing of multiple-part carbon, interleaved business forms which the company markets under trade names.





# How Entire Printing Plant May Be Leased and Operated Profitably

Paul R. Bundy, president of Tropical Press, Fort Lauderdale, Fla., offset

and letterpress printers, conserves capital funds, shows a good profit

Paul R. Bundy



AN ARTICLE entitled, "Equipment Leasing Saves Capital Investment Funds," was published on page 70 of the October, 1960, issue of PRINTER AND LITHOGRAPHER. You will find it well worth your time to read it carefully if you have not already done so.

While the article deals primarily with the leasing of individual pieces of equipment by plant owners contemplating an expansion program, consideration might also be given to leasing and operating entire plants. Many plants are so operated today.

In many leased plants the profit often exceeds that of a plant that is operated by its owners. The result experienced in one such operation affords other printers an opportunity to check their own figures in comparison.

The Tropical Press of Fort Lauderdale, Fla., is a commercial offset and letterpress printing corporation that is housed in a leased building and that uses leased machinery. The only physical equipment owned by the company consists of two small delivery trucks. As the aforementioned equipment leasing article points out, this procedure conserves the outlay of capital funds, and, in this particular case, provides adequate working capital.

Tropical's fiscal year just ended reveals quite convincingly what can be accomplished by good management and strict attention to details. Resultant percentages are shown below.

Sales	Actual 100.00%	Budget 100.00%
Materials	25.81	26.73
Factory conversion	33.80	32.35
Manufacturing cost	59.61	59.08
Gross profit	40.39	40.92
Fixed charges	6.59	6.90
Administrative	10.78	11.05
Selling	8.22	9.79
Nonmanufacturing		-
cost	25.59	27.74
Profit (before taxes)	14.80	13.18

This company works under tight cost control. An examination of the budgeted percentages with those of the actual result indicates close adherence to the goal set for the period. The gross profit is excellent, showing a wide spread between the direct manufacturing cost and the sale dollar. This brings the margin of safety to over 25%.

Cost accounting methods are simple. A monthly payroll and production record sheet is assigned to each operator; his daily time tickets are posted to the record according to the work center in which he is employed. (See page 53.)

Regular and overtime chargeable units are kept separate as they are charged to each order at different hour rates; the work center likewise is credited at the same rates for productive

The payroll of each worker is entered weekly by the payroll clerk; odd days are extended at the worker's wage rate. At the bottom of the sheet, the cost clerk shows the payroll for each center and the value of the chargeable time at the hour rate in effect for costing orders.

A recap of all sheets for the month gives the total payroll and productive value for each work center. By keeping a running total of all cost absorbed by billed orders, it requires only a few minutes to obtain the work-in-process figure for accounting purposes. The payroll accrual is acquired with a minimum of clerical effort.

Individual time tickets are used by the worker for recording time. Chargeable time tickets are sorted to job number by a cost clerk and filed numerically. When an order is completed, the tickets are removed from the file and posted to the face of the order cost summary according to work centers. This eliminates the time-consuming job of posting each operation separately on the back of the summary as is the prac-



tice in many systems. After posting, the tickets are filed in the job jacket for future reference.

Tropical's president, Paul R. Bundy. is a great believer in the value of cost knowledge. In a letter to the Printing Industry of Greater Miami, of which the company is a member, he says, "We are especially pleased with our cost analysis. We discover which departments make us money and which departments lose, and by knowing our hour rates we have been able to eliminate unprofitable work. Our estimating is more accurate.'

The very best argument for knowing costs is to compare the final results of those companies functioning with cost control against those which insist on going it blind.

While we are on the subject of leased equipment, a reference to what is taking place in some areas infested with privately owned and operated plants may not be amiss. Of late years there seems to be a slight tendency among such owners, who have calculated their own operating cost wisely, to revert to the commercial printer for their needs. In some instances they have sold their equipment outright to the printer. In others the printer has taken over some, if not all the equipment, on a lease basis. Wherever definite figures are available the leasing process is more satisfactory, both from a standpoint of investment saving and the chances of retaining the customer

Leasing seems to be the solution to the problem of how to conserve capital funds

#### Tropical Records Monthly Payroll and Production, Daily Operator Time for Cost Control

MAMI	NAME CLOCK NO.				PAYROLL AND PRODUCTION FOR MONTH OF															
HAND WORK CENTERS			PRESS CENTERS																	
enter																		PAY	HOURS	
Day	Chg. Reg.	Chg. O.T.	Non Chg.	Chg. Reg.	Chg. O.T.	Non Chg.	Chg. Reg.	Chg. O.T.	Non Chg.	Chg. Reg.	Chg. O.T.	Chg. Reg.	Chg. O.Y.	Chg. Reg.	Chg. O.Y.	Chg. Reg.	Chg. O.T.	Ray.	0.7.	PAY
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10			-	-		ATOR						-								
11					ENBLONES						_									
12		_	_	-	Enston		_	1												
13			10 40.	1			To	TOP	1		_	_								
14		0.80	In	,	-	80	1	START	1 -	UN:15		_								
15					SENTER		1	STAIL	1	1.										
16			MPLOTE NO	k-	1		+	OPERATION		1										
17		-	Maria		1	-3	-			10	-	-	1							
18					13/40	CHING BO.	1	1		100		-			1					
19			-	-DES 54 P	ece.			THE		,	-									
20			IMPES	910 NS 54 P	1			1				-								
21			-				-	,	-						-			-		
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23			- 10	6		-		-							-		1	-		
24					-		-	-									-	-		
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26																		-		
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28				-							-				-			-		
20				-	-					-	-						-	-		
30						-	-			-	-				-		-	-	-	
31							-	-										-		
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## Cost System for Small Offset Plants Really Works

How the Weaver Organization, Long Island City, N.Y., uses an inexpensive cost analysis system adaptable to small and medium-size lithographic plants was told by Malcolm Klein, proprietor, at a meeting of the Lithographers Guild of New York City.

Cost reporting instead of cost accounting is the key to this system, but its success depends on the lithographer's willingness to spend his own time in setting it up and analyzing its results. The system is also based on the hypothesis that the lithographer has established his current cost and sales hour rates.

Reporting provides the management with sound, accurate, detailed, and prompt information telling what it costs to produce each job. There is no need for increasing office personnel. No posting is required. Daily clerical time is less than one hour.

Mr. Klein, president of the Lithographers Guild, listed questions that must be answered before billing a job. Answers come on special forms: How many and what size line and halftone negatives were shot?

Were any unusual shots made, such as panchromatic, fine line, or masks?

How much stripping job time?

How many contacts and prints were made, and what size?

Who did the stripping?

How many line strippings?

How many halftone strippings?

How much creating time?

Was there any unusual opaquing or silhouetting time?

How many and what size bendays? How many and what size plates, and were there any reserve plates or make-

What kind of plates were made, and how many steps and surprints did each plate have?

How many blueprints, what sizes, and how many burns on each?

Which press and crew ran the job? How much time did each makeready, run, backup and washup take?

What quantity of ink of each color was used?

What press delays, when and why? Answers to all questions include dates. Reports should tie in with the time clock wherever possible. There should be breakdowns of time for makeready, running and washup as well as delays.

The cameraman has special pads of tickets for recording customer's name, job description and date. These filled in tickets also show three major breakdowns—line shots, halftones, contacts and prints. For each of these there is space for recording quantity, size, and special remarks such as notations about fine-line and masking work. There is also space for recording extra time and the reason for it.

Each man in the shop fills out one ticket per job per day. If he works on six jobs, he fills out six tickets. All tickets, particularly items involving time, are cross-checked against time cards.

"Then we tie in all of each man's time and see that nothing is missing," Mr. Klein explained. "The cameraman

(Turn to page 122)

# How to Determine Lighting Needs

# When Constructing a New Plant

Progressive printing plants today want the most effective lighting available;

this guide indicates the necessary light intensity for each department

More and more printing plants have come to realize that adequate, well distributed light is important for good seeing and necessary to high production efficiency and high quality standards.

Progressive plants and shops, in fact, today use the most modern illuminating equipment, including fluorescent lighting. Adequate light, from any source, means light of correct intensity, no shadows and no glare.

#### Light Levels for Areas of Printing Industry Plants

The Illuminating Engineering Society has established the following recommended levels of illumination for printing plants. If you borrow a foot candle meter and check the illumination level in your plant, you might find the reason for some of the wrong fonts, proofreading slips, and color variation that you have been unhappy about recently.

#### PRINTING INDUSTRIES

Type Foundries	Currently Recommended Foot Candle Level
Matrix making, dressing type	100
Font assembly—serting	50
Hand casting	50
Machine casting	50
Printing Plants	
Color inspection and approisal	200*
Machine composition	100
Composing room	100
Presses	70
Imposing stones	150
Proofreading	150
Electrotyping	
Molding, finishing, leveling molds, routing, trimming	100
Blocking, tinning	50
Electroplating, washing, backing	50
Photoengraving	
Stching, stuging	50
Blacking	50
Routing, finishing, proofing	100
Tint laying	100
Masking	100

\*Obtained with a combination of general lighting plus specialized supplementary lighting. Care should be taken to keep within the recommended brightness ratios. These seeing tasks generally involve the discrimination of fine detail for long periods of time and under conditions of poor contrast. To provide the required illumination, a combination of the general lighting indicated plus specialized supplementary lighting is necessary. The design and installation of the combination system must not only provide a sufficient amount of light, but also the proper direction of light, diffusion, and eye protection. As far as possible it should eliminate direct and reflected glare as well as objectionable shadows.

A new basis for establishing the required foot-candle lighting levels for industry and business has been developed by the Illuminating Engineering Society (IES) in New York, and new recommendations for quantity and quality of illumination are founded on this research. The IES has worked out new standards for illumination levels, and they represent an average increase of 150% over the previous ones.

The figures refer to the general lighting or lighting throughout the total area involved as measured on a horizontal plane 30 inches above the floor. Light is measured by the foot-candlemeter or illuminometer, an inexpensive instrument, easy to handle. One foot-candle is the amount of light illuminating a surface by a standard candle at one foot distance. The new foot-candle levels recommended by the IES for the work in the printing industries are shown in the table on this page.

For the higher illumination levels (above 100 foot-candles) a combination of general illumination and supplementary lighting at the point of work is needed. Design and installation of combined illumination must not only provide a sufficient amount of light but also the proper direction of light diffusion, eye protection, and should eliminate, direct and reflected glare as well as objectionable shadows.

Good illumination enables printers and lithographers to see an object of much smaller size than is discernible under poor illumination. This results in the early discovery of visible defects. It makes possible rectification or rejection of faulty workmanship prior to final inspection. The reduction in seeing time and in rejecting time becomes available for increased production. Good illumination is a decisive factor in the control of accident waste loss.

Fluorescent lighting has a very high over-all efficiency and provides an improved quality of light that closely approaches daylight quality. The efficiency of fluorescent lighting is more than twice that of incandescent lighting. The glare and shadow effect and uniformity is good because of its broadsurface, low-brightness lamps.

Fluorescent lighting is also less sensitive to voltage fluctuations which are the cause of eyestrain. Its lower temperatures give a greater degree of comfort when work close to the light source itself is needed.

TODAY, many more men of advanced years are active in the printing industries, in lithographic work, etc. This is due to the increased duration of life.

Usually between 45 to 50 years of age presbyopia (old sight) begins to appear. This is a normal change due chiefly to the loss of the elasticity of the lens of the eye. A printer of 42 or 45 years who all his life enjoyed an excellent eyesight, may note one day that he must push the proof he is reading (or his head) further and further away in order to gain exact vision.

It is a well known fact that eyes that grow older, need more light for accurate seeing. Stronger illumination is needed for somewhat aged eyes. It produces a helpful contraction of the pupils, an action that increases the vision temporarily.

Many highly skilled older printers and lithographers can continue to perform with utmost efficiency if their eyes are assisted by better illumination and higher lighting levels.

ADVANTAGES from improved lamp performances are nullified if the lamps are permitted to collect dust and dirt without periodic cleaning. Shop and plant housekeeping is an important factor in good lighting.

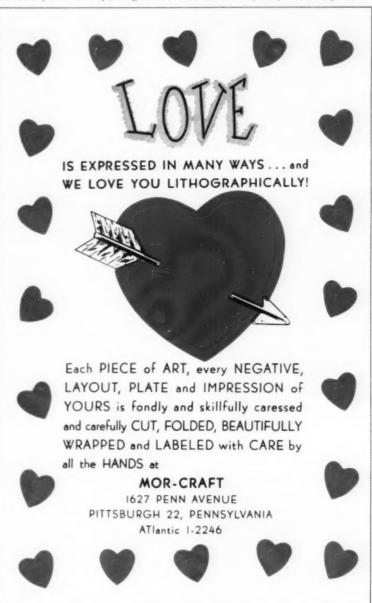
However, many lighting installations are cleaned only as lamps fail. Such negligence may not be so serious with an incandescent lamp which altogether collects only 1,000 hours dust (lasting one to three months). It is much more important though when a fluorescent lamp collects 2,000 hours dust or when a cold cathode tube collects as many as 8,000 or even 10,000 hours dust (six to eight months).

In a survey of a large industrial fluorescent installation, it was seen that wrong color of paint, together with collection of dirt on the walls, decreased the ultimate light output 11%, while accumulated dirt and dust on the lamps and reflection caused an additional 27% loss. The difference between good (65%) and poor (45%) maintenance of incandescent light equipment can be compared to the difference between 300-watt and 50-watt lamps for the same average lighting. To avoid unnecessary loss of lighting, efficiency lamps and reflectors should be cleaned regularly. Don't ever allow lights to flicker. A 10% drop in voltage will cause even a fluorescent lamp to flicker. Lamps are often replaced when 20% are out, and this condition occurs at 80% of lamp life. This period of lamp life is reached every 1% to 2 years. Labor saving is 60 to 75% which more than offsets additional lamp cost. The results are more light and over-all savings in lamp replacement costs.

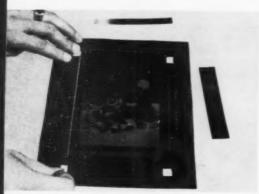
A well designed lighting system may be robbed of its efficiency by dingy interior surfaces. In tests conducted by Du Pont, various sections of a work room were repainted in high light-reflective colors to increase illumination. The coefficient of light utilization was only 27%. The ceiling was refinished with light cream paint; this alone increased the coefficient of light utilization to 35%. Side walls were refinished with a neutral green, dark tables and chairs were replaced with blond furniture, the dark floor was recoated with white paint stippled with brown.

By this planned use of all reflecting surfaces, the coefficient of light utilization was brought up to 55%, an improvement of more than 100% over the original arrangement. And this was achieved without installing any additional lighting equipment.

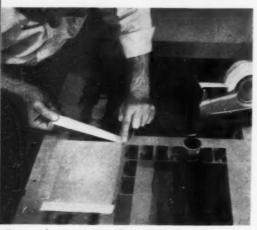
Lithographic love, a new addition to romantic vernacular, has been described in attractive Valentine from Mor-Craft, designed to remind customers of the firm's "loving" service



Preprinted marks on tape provide many symbols and trade names; register marks enable quick alignment of overlays



Transparent polyester tape is used for setting up color transparencies for separations, prevents contact buildup



Tapes aid in correcting offset plates; film tape precents acid damage; paper tape protects film from abrasices used

Polyester tape is used for holding positives firmly at the chase prepared for mounting on photocomposing machine



# Pressure-Sensitive Tapes

## **Reduce Time and Costs**

Tapes are being used in more than 100 different ways in Brown & Bigelow

plant in St. Paul, Minn., and its Beissel Co. subsidiary producer

Pressure-sensitive tapes are being used in more than 100 different ways by the world's largest calendar manufacturer and one of its major subsidiaries to substantially reduce time and costs of their printing operations.

Brown & Bigelow Co., which specializes in "Remembrance" advertising, and its subsidiary, the Beissel Co., both of St. Paul, Minn., credit the tapes with eliminating numerous rejects, providing approximately 50% more accuracy in much of their detailed printing work, doing away with many cleanup problems, and increasing some production speeds by as much as 65%.

In fact, the departmental foremen claim they probably "couldn't do without" these tapes which are solving all types of holding, masking, edging, splicing, sealing, protecting, stripping, identifying, and labeling problems. They are considered essential tools for the lithographers, pressmen, rotogravure operators, compositors, reproduction cameramen, and other workers needed to produce quality calendars and advertising literature of all shapes, sizes and colors.

Moreover, all of the tapes can be applied instantly to most surfaces with just slight finger pressure—and some can even remain adhered despite strong solvents, rough handling, and extreme temperatures, the foremen report. There's no cleanup work involved, and each tape can be readily removed by hand when desired.

To exemplify their versatility in the printing field, a few of the many ways in which tapes have expedited and improved offset, rotogravure, and letterpress operations are cited:

Offset—They are enabling faster, more accurate negative splicing, offset plate identifying, and camera register alignment marking. They are used to set up color transparencies for making contact separations, to make corrections on offset plates, and to adhere film positives in correct position at the chase for photocomposing (step-and-repeat) machines. Many of these tapes

hold negatives even when exposed to the intensity of arc lamps and are often used during phototypesetting to splice in correction lines with both speed and accuracy.

Rotogravure processing—They have resulted in a more effective rotogravure lay-down technique at Brown & Bigelow, making rotogravure etching approximately three times faster. Tapes are used for splicing during lay-down, for staging impression cylinders, and for holding foil or paper in place on cylinders of hand-proof presses.

Letterpress—Tapes are credited with making this job more precise, easier, and economical thanks to their aggressive adhesive, foremen point out. For instance, this adhesive has been found sufficiently tacky to hold rubber plates securely on cylinder grinding wheels. Costly rejects would occur, of course, if plates shipped out of alignment during the grinding process.

Possessing special physical properties, most of the tapes are designed to assist with specific jobs—which often demand that the tapes used be exceptionally thin and transparent and have such a smooth backing that it would be impossible for dust or dirt to cling to them.

And unlike the past, when printers relied mostly on such equipment as wax, glue, and brushes for their adhering work, there is a growing variety of tapes available for such jobs today. Those used by Brown & Bigelow and Beissel for most of this work are supplied by Minnesota Mining and Manufacturing Co. (3M), makers of more than 300 different "Scotch" brand industrial tapes. They come in a variety of different calipers, colors, and sizesfrom those with paper backing to double-coated (sticky-on-both-sides) and filament.

For instance, 3M now has a wide variety of double-coated tapes, in many different calipers, for the mounting of rubber plates on flexographic and letterpress equipment. For secure mounting in flexographic printing, for ex-

ample, just apply one side of the tape to the rubber plate, and then place the plate on the impression cylinder. The result: The other side of the tape instantly adheres the plate to the press cylinder.

Filament tape, with tensile strength up to 500 pounds per square inch of tape width, often is used to reinforce the cartons in which the calendars are shipped. This tape, with rayon fibers, is claimed to be the strongest tape available to industry.

Here's a detailed, step-by-step description of how some of the major tape applications are accomplished and the type tape involved:

A new transparent tape called Paklon No. 681 was adopted recently by Brown & Bigelow for splicing during gravure laydown. It has moisture-resistance, clearness, dispensing-ease, and long-aging qualities, the firm said. Introduced to replace many cellophane tape applications in industry, it is used for splicing in this manner:

(1) Positioning strips are taped onto both ends of the carbon tissues used for etching of the roto cylinder. One of the strips serves as a guide to align the tissue on the cylinder and the other, called a leader, for keeping it fully extended and smooth. Once placed on the cylinder, the leader is held in place by small pieces of tape applied over the strip corners and directly onto the cylinder. Taping holds tissue securely for maintaining register.

(2.) After the transfer process, the guide strip is removed by hand. Removal can be done quickly and evenly since tape does not tear and is so thin that it cannot make impressions on the cylinder during transfer. And although carbon tissue is covered with water in preparation for etching, tape remains as tacky as it was prior to transfer.

Rotogravure staging cycles have been reduced approximately three and a half hours each at Brown & Bigelow by use of a tape called Scotch brand crepe-paper tape No. 202 to hold waterproof masking paper over cylinder areas. Different color densities can be easily achieved—60% faster than by other methods on wet plates, foremen said. Masks are removed at various intervals to obtain desired effects, and no recleaning of the cylinder is needed after each cycle. Tapes prevent etching acid from seeping under paper margins by adhering to the resist or asphaltum.

The mounting of electrotype molds for plating is accomplished at Beissel's with the help of a paper tape that reduces the chance of mold buckling and amount of finishing time needed on each plate. Called No. 250 tape and said to be resistant to most plating solvents, it is applied around the molds to hold them flat and securely in place on

the glass cases of the molds during the plating cycle.

Beissel also uses No. 250 tape to prevent unwanted mold "trees" from collecting on the mold during electrotyping. By masking the borders of each mold prior to electrotyping, "trees"—residue formed around the molds during the electrotyping process—can be stripped off neatly and rapidly as the tape is removed. Thus, no extra trimming work is required.

Calendar and memo pads are being edged along their binding with colored acetate fibre tape, No. 700, for decoration and reinforcement at Brown & Bigelow. The firm reports that the tape assures positive holding of the edges with no drying out, and remains unaffected by humidity or flexing of the pads. It is applied automatically to the binding as the pads pass by on a conveyor belt and cut to exact measurement as they leave the belt.

An acetate film tape, No. 800, said to be so nonreflective that it cannot cause shadows, has been adopted by Brown & Bigelow for negative splicing during the photocomposition process. It firmly adheres to the spliced negatives and holds even during extreme heat, foremen pointed out. They said it can be removed cleanly and readily and that individual negatives frequently are spliced together for page layouts.

A preprinted, colored tape, No. 256, has been found excellent for use as an insert on original copies to provide symbols and trade names. Available in many different colors, it is preprinted by converters according to the job required. Register marks on the tape enable quick alignment of overlays.

A transparent polyester tape, No. 850, is being used by Brown & Bigelow for such contact separations. It is adhered to the emulsion side of the transparency and can be readily removed without tearing the tape which is so thin that it appears to be almost fused with the surface on which it is attached and prevents contact buildup.

Brown & Bigelow also uses No. 850 tape for positioning the film positives firmly on glass and ready for mounting on photocomposing (step-and-repeat) machines. Short strips of this temperature-resistant tape are all that's required for such work. Moreover, this tape is so thin that it provides close contact with the plate during exposure.

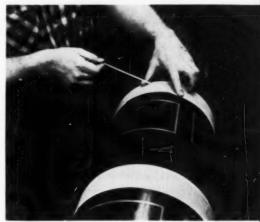
In addition, No. 850 tape also is used for preventing acid damage to images on plates adjacent to areas where corrections are to be made. The plates are covered with this tape, which in turn is covered with a paper tape, No. 202. Reason for applying the paper tape over the film tape is to prevent the latter from becoming loose when abrasive grit is used on the plate.



Tapes are especially helpful to the photocompositer to hold negatives on table which is being exposed to are lamp heat

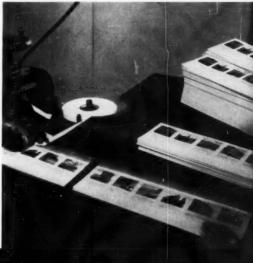


Transparent acetate film tape is used for a correction line during phototypesetting so that an invisible splice results



Tapes around margins of waterproof paper used for masking cylinder areas hastens staging of rotogravure cylinders

Calendars and memo pads are edged with colored acetate tape on automatic machines for reinforcements and trim



## Two Ways Printers Can

# **Equip Yourself for a Specialty**

In some fields, serving only one customer can be profitable

By John M. Trytten

Not far from where I live is a small machine which makes faucet handles. That's all it does, day in and day out, year after year. And in the process, it turns out a tidy profit for its owner.

In case you're wondering what faucet handles have to do with you, I'd like to emphasize that the cause of the tidy profit from faucet handles can be directly applied to printing profits.

You see, this little faucet-handle machine is unlike any other machine in the country. It was designed by a friend of mine to make nothing else. To be sure, there are all kinds of standard screw-machines on the market which could be adapted to making this item. A lot of them are doing so. A lot of faucet handles are also being made on standard die-casting equipment.

This friend of mine had a customer who made bathroom fixtures and used faucet handles in large quantities.

So he took a standard screw-machine and added to it a number of special attachments for this specific job. The resulting machine would take bar-stock and turn out completed handles.

Rather than use regular screw-machine stock for the work, he used barstock made from die-casting metal. This meant that all scrap from the operation was also shipped to his customer at new-metal rates and fed to the customer's die-casters. No need to sell the scrap at junk-dealers' prices.

Here, now, is what faucet handles have to do with you.

As a printer, let's face the fact that competitively you stand relatively even with most other shops. You have similar equipment, similar craftsmen, similar salesmen, and even a management setup not much different from the others.

You and your sales force sell on the traditional basis of price, quality, delivery, and service. But since your shop and your personnel are basically the same as other shops and their personnel, just how much can you make these sales points mean in a highly competitive market?

You know down deep in your heart that plenty of other printers produce work of equal quality, or at least of sufficient quality to meet your customers' demands.

Your costs are all fairly uniform—so any edge you have in pricing is at the expense of profit.

Delivery varies with the customer, your work load, and the emergency. Service is a function of the individual salesman and will again average out in the long run to leave you and your competitors reasonably equal.

New equipment is standard and available to all comers. You perhaps are quick to adopt it, but your gain is only temporary. Your progressive competitors catch up with you, and then you're back where you were.

In the areas of production efficiency, in-plant and sales training, etc., the basic principles are rather well-known. If you apply them, you are of course better off than if you don't, but at best

you are still left just equal to your progressive competition.

Furthermore, the objectives of efficiency, productivity, and training programs are rarely tangible and never

The word *specific* brings us right to the point.

What my friend in the faucet-handle business was applying was a high degree of specificity. He did not say to his men: "Let's increase plant efficiency around here—get out more production." He found a specific objective for a specific customer.

This sort of thing is happening in the printing field, too. I can give you examples. My complaint is that it's not happening often enough or in as many plants as it should. Yet it's a good way to increase your percentage profit.

One printer I know is doing very well at it. Not long ago he fixed his aim on a large calendar order, a specific 12sheet, five-color calendar bought by a

A two-color die-cut mailer from Economy Printing Co. in Roanoke, Va., tells prospects about Economy with a minimum of copy. The piece is shown closed at left, open at right





5

PRINTER and LITHOGRAPHER for February, 1961

## **Boost Their Sales Graphs**

large national concern for nationwide distribution. The paper alone came to several carloads.

This printer actually designed and built in his own shops attachments and special equipment for his presses, and his collating, tinning, and wrapping machines all for no purpose other than to turn out this specific calendar.

All the customer had to concede in specifications was % of an inch in the width of the calendar, in return for which he got a top-quality job for a price no competitor could match. The printer at the same time covered his special costs and made his full profit.

A carton printer I know has done exactly the same thing. He takes dead aim on specific carton jobs he feels most desirable, then designs and builds the necessary attachments for his printing, cutting and creasing, and gluing equipment to give himself a more than competitive margin in pricing. His customers gain while he makes a normal profit.

Furthermore, neither of the firms I have mentioned is large. Even the faucet-handle shop had a payroll of about 15 people.

Regardless of size, any printer has available to him all the talent he needs. He can buy it on a part-time or retainer basis or strictly for a single-job assignment. Consulting engineers, machine shops, etc. are readily available.

Nor are you limited to the production and engineering approach. Many printers selling creative services can operate along these lines. In this case, you zero in on a specific customer with a specific problem. You pick one carefully because he uses, or should be using, a substantial amount of, let us say, advertising printing.

You learn everything you can about the customer and his objectives. Outside help may be needed—advertising or marketing consultants, for example to make sure you are aimed at the heart of the customer's objective.

Last of all, don't overlook the possibility of help from the buyer himself, especially if he is already a customer and has confidence in you. Whether your aim is production engineering for lower costs or creative engineering for boosting the customer's sales—your aims are the same as his, and he will be willing to help.

# **Sell Your Proofreading**

Proofreading, a valuable printing service, is rarely mentioned in sales presentations. This month, in his series for small printers and lithographers, Mr. Riso says if you offer proofreading, tell your customer

#### By Ovid Riso

Why is it that proofreading is seldom mentioned when printing sales presentations are made?

How many companies will encourage or even permit their salesmen to say to a prospect: "We guarantee the accuracy of our work. If there is any error or mistake in the text, we take the full blame for carelessness, and we take the loss! We eliminate all possibilities of error and guarantee strict adherence to copy."

Yet that can be one of the most positive statements a printing salesman can make to an experienced buyer. Careless proofreading or proofreading by inadequate or inexperienced people can create more problems for the customer than any other single printing factor.

As one advertising manager says: "I take full responsibility for the facts and statements in my copy. I also stand responsible for my grammar, syntax, and style; but, once my copy is in your hands, I shouldn't have to worry about typographical errors, misplaced lines of text, or any of the other careless mistakes that can appear in proofs."

He's perfectly right. He has his own problems. Why add to them the responsibility for catching printers' mistakes when they can be readily avoided by good proofreading?

Good proofreading can be a valuable and constructive force. I shall never forget the printer who called me one time and said: "In the caption under the photo on page four you mention the names of six men, but there are seven people in the photo. Is that all right?" He had actually counted heads!

I remember the very first job a newly-contacted printer once did for me. I was horrified to find that a final correction on one of the pages of a 16-page booklet resulted in leaving two lines in error. Furthermore, instead of replacing the incorrect lines, the corrected lines followed them. That was the end for him.

The buyer has every right to feel that the printer is responsible for typographical errors. Good proofreaders not only correct typographical errors but question facts and statements that seem to be wrong.

Yet, I have had the experience of dealing with some printers who do not understand the proofreading marks! Of course, there are plenty large-volume printing buyers and advertising managers who do not know them either, but that does not absolve the printer.

So if you have a proofreading department, especially if you have a good one, don't hide its light under a bushel. You have something to offer; your competitor may not be in the same position. Make it part of your sales presentation.

You may feel that I am overemphasizing the importance of proofreading, so allow me to stress one fact. A beautifully printed, tastefully set, four-color booklet may make a good impression on the average buyer. But let there be one misspelled or misplaced word and the job is spoiled. Not only that, but the people who see it will be quick to tell the buyer about it. It's the old story-as an old advertising man, I can tell youif the sales manager makes a \$10,000 mistake, the error is buried in the correspondence files; but just make one slight error in print, and the whole world will tell you about it. Let's not downgrade the importance of competent proofreading.

# HOW TO AVOID STREAKS

Slippage between rollers and plate, plate and blanket,

or blanket and paper causes press streaks. The smoother these surfaces are,

the more likely they are to slip during press runs

#### By Charles W. Latham, Offset Editor, PRINTER and LITHOGRAPHER

Press streaks have been the subject of many articles and discussions, but we continue to get questions concerning them. Perhaps these are from new pressmen encountering streaks for the first time. Or, maybe streaking is becoming a greater problem because in the rush of production, presses do not get the attention they require, or because there are smoother plates being run and more work being done on high-gloss coated paper.

Streaks are caused by a minute slippage between rollers and plate, plate and blanket, or blanket and paper. The smoother these contacting surfaces are, the more prone they are to slippage.

A press that prints perfectly with grained plates and offset paper may streak badly with ungrained plates and coated paper, because there is insufficient traction at the points of contact to prevent slippage.

A press may not streak when a heavy bodied ink is being run but will streak if the ink is reduced to a soft buttery consistency. The stiff ink provides traction. The soft ink provides a lubricant that induces slippage.

Streaks may occur in solids or halftones. Any slippage in a solid changes the thickness of the ink film so that the white paper shows through more in one area than another. This is especially true when running transparent colors. Such a streak may not be noticeable with an opaque ink because the paper does not show through the ink film, thick or thin.

The color of the ink also has a bearing on the subject. A yellow may have

a bad streak and not be noticeable because yellow is almost as light in tone as the paper. But just a faint streak in black or blue is seen at once.

Streaks through a halftone are easily seen because slippage enlarges the dots in a line across the sheet. It is difficult to detect the slight enlargement of these dots with a glass, but it can be seen as a streak when viewing the whole halftone with the naked eye.

The type of work on the plate also has an effect. Streaks are more easily seen in large solids and large flat half-tones because of the greater area of lubricated surface. A small solid or halftone, completely surrounded by blank plate may not afford sufficient ink lubrication to allow a roller or the blanket to slip on the plate. The traction of the blank area overcomes the tendency to slip where there is a small area of ink lubrication.

These things are pointed out here for the purpose of showing why a poorly conditioned press will streak on one job and not on another. The fact that a press does not streak on most jobs does not mean that it is in good shape. It just means that when conditions are favorable the press seems to be in good condition. But when the press is put to a real test, streaks show up.

If you want to give your press a real test, make a plate with an all-over 65% tint on smooth metal. Then try to run it with a buttery ink on a high-gloss coated stock without streaks or slur. This is a good test for any press, old or new. If it fails to print a good, flat tone, it is out of condition or adjustment.

A slipping condition between rollers and plate will cause wide, irregularly-spaced streaks. The slip may be caused by one or more of a number of faults, the most common of which is glazed rollers. When rollers are allowed to become glazed, their surface becomes hard and slick. Traction is lost between the form rollers and the plate. When running such rollers against a smooth plate with a buttery ink, it is practically impossible to avoid slippage.

ROLLERS must be kept in a like-new condition with proper washup methods and frequent hand scrubbing. If they show signs of glazing in spite of good washup practices, they must be removed from the press and scrubbed down with a detergent and steel wool.

Roller settings are also important. If the rollers are set too heavily to the plate or to the vibrators, streaks may occur. The best method of testing the setting to the plate is to gum the plate and dry it. Then lower the inked rollers to the plate and obtain a picture of the setting. If the lines that appear on the plate taper down to  $\frac{1}{16}$  of an inch in width at the ends, the setting is as light as you can get it. The line will probably be thicker toward the center due to the sag of the roller, so just try for fine lines at the ends.

To test the setting to the vibrators, inspect the rupture in the ink film. To produce a visible rupture, run the press a few revolutions with rollers off the plate. Stop the press and wait 10 seconds. Then hit the inch button a moment. A rupture line should appear on

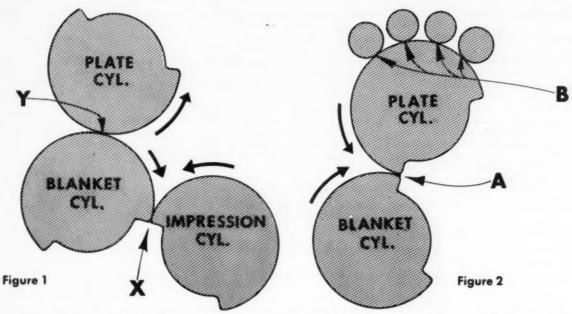


Figure 1. If the bearers are improperly set and a heavy bump occurs at point X from excessive pressure, a streak may appear at Y. Figure 2. A heavy bump at point A caused by overpacking may cause streaks at points B (form rollers) if the bearers are not set properly

the rear vibrator just above the water fountain.

Make the same test for the front form roller by hitting the reverse button. To check the inside rollers, the outside rollers may have to be removed. The rupture line should be quite thin, but slightly wider than the other lines on the plate.

Too heavy a setting to the plate can cause another streak. This one will be one roller revolution back from the front edge of the plate. It is caused by the plate bumping on the roller and resulting in a rupture in the ink film. When the leading edge of the plate passes under the rollers, it strikes each one in succession, leaving a mark on every one that is set too tight. The mark is a rupture on the rollers' ink film, and it transfers back to the plate whenever there is an image. It will be most noticeable in solids of transparent ink. Pressmen used to have each form roller ground to a slightly different diameter so that all four streaks would not coincide. Modern presses are built with at least two sizes of rollers. With rollers in good condition and properly set, this streak seldom occurs

Another type of streak that occurs infrequently is caused by the roller-driving mechanism. With some older presses, the inking and dampening systems were driven by the plate cylinder gear. When the gears of the ink and water vibrators became worn, a chatter was set up in the gear train. One particular offender was an idler gear running on a stud. This chatter, together with the glazed rollers, formed closely

spaced and regular streaks. They were sometimes called gear streaks but did not always conform in spacing with the teeth of the cylinder gear.

It has often been suspected that sideways movement of form rollers could cause streaks. If there is end play at the spindles of the rollers, they will move slightly each time the vibrators change direction. For this reason, some press manufacturers time the vibrators to change direction at the gap of the cylinder. Others feel that the drop of the ink ductor might have an effect on streaks, but that is unlikely.

OCCASIONALLY, a streak appears that has to do with improperly set bearers. It occurs on presses on which wear has developed in the bearings of the cylinders and appears near the center of the sheet from front to back, depending upon the cylinder arrangement of the press. It is caused by a jar to the blanket cylinder when the impression cylinder contacts it. If the impression pressure is more than 0.004 inch, then the impression cylinder's leading edge makes contact with the blanket with quite a thump. If the bearings are worn and the bearers not set up properly, a jar can result that will disturb the smooth transfer of ink from plate to blanket. As this transfer is taking place somewhere near the middle of the plate at this time, the streak occurs in that location (see Figure 1).

A severe jar, if other conditions are suitable, will disturb the smooth transfer of ink necessary for perfect printing. By setting up the bearers to proper pressure, the slack will be taken out of the bearings and the jar will not be transmitted to the point of ink transfer. By reducing the back pressure to normal, there will be little jar to transmit.

It is also quite possible that when the pressure between plate and blanket is over 0.004 inch and bearers are not set up, certain types of roller streaks can occur. If the blanket cylinder jars the plate cylinder upon contact, all four form rollers could leave streaks on the plate (see Figure 2). These streaks would occur on the rear half of the sheet. So if you get streaks in this area, check for an overpacked blanket with the packing gauge and then reduce squeeze pressure to 0.004 inch or below. Then reset the bearers so that ink transfers from one pair of bearers to the other with a sheet of paper between the cylinders.

The ordinary test of bearers is not sufficient on older presses. If the bearings are worn even slightly, just the weight of the upper cylinder will transfer a spot of ink from bearer to bearer. The bearing slack must be taken up by placing a full sheet of 0.004 inch paper between the blanket and the plate. Then, if the press is packed normally and the pressure applied, the plate cylinder spindle will be lifted up into the upper half of its bearing. When bearers contact firmly under this condition, the two cylinders are locked together, and a jar will not transmit through them.

If you are wondering why some foreign presses get by without bearers and without streaks, it is probably because they use two blankets and a light back

#### What Causes Streaks . . .

pressure. There is less thump when the blankets contact the other cylinders.

A common type of streak is the series of closely-spaced ridges conforming to the spacing of the teeth in the cylinder gears. These can occur with helical gears but are more often found on presses with spur gears. But the gears are only partly responsible. Under certain conditions, these streaks would appear even if there were no teeth in the gears. They would appear if the cylinders were friction-driven or if worm gears were employed. They would not be spaced as now, but would occur.

THE UNDERLYING CAUSE is an overpacked blanket. The blanket cylinder diameter is too large in proportion to the plate cylinder diameter. The blanket cylinder is trying, through blanketto-plate contact, to drive the plate cylinder faster than the gears will allow.

The gears act as a brake. As the cylinders turn, blanket pressure builds up to a point where it must slip upon the plate. The slippage takes place every time another gear tooth engages. It would seem that no matter how carefully the gears are made, there is a slight jar as each tooth meshes; not enough jar to cause a streak by itself, but enough to release the blanket tension that has built up.

The blanket then slips slightly at each tooth in the gear, and a streak is caused. The gear is blamed because the streaks coincide with the gear teeth. A new press with perfect gears can be made to streak by packing the blanket too high. An old press with badly worn gears can be packed so it won't streak.

By packing the blanket to a point a few thousandths below its bearers and keeping the blanket-to-plate pressure at a minimum, streaks of this type will seldom occur.

Over-pressure has the same effect as too great a diameter. Strains build up within the blanket that have to be relieved, and streaks occur when the blanket slips. Blankets that have become glazed have lost their traction. They will slip more easily than a blanket that is properly cared for. A blanket should be scrubbed every morning, or oftener if necessary, with a good liquid detergent and fine pumice powder. A slick blanket will not only incline to streak, but will not carry ink properly.

New blankets that come in two layers are now on the market. The fabric is separate from the rubber layer. All the tension that the pressman puts on the blanket is in the fabric. After this layer is stretched upon the cylinder, the rubber sheet is attached under no tension. It is claimed that because the rubber is not under tension, this blanket is not so

critical regarding pressures and diameters as are conventional blankets and is less prone to slur and to streak.

Here is a summary of streaking problems and causes with both sheet- and web-fed presses:

Some type of slippage causes most if not all cross press streaks.

Slippage is caused by thumping or jarring or by two contacting surfaces traveling at different speeds.

Slippage is more pronounced when surfaces are smooth and lack traction.

Ruptured ink films are more noticeable in dark transparent colors.

To prevent slippage and streaks:

Keep roller and blanket surfaces in like-new condition.

Adjust form rollers as lightly as possible to both plate and vibrators.

Renew any small, worn, chattering gears.

Keep bearers clean and tight.

Keep the blanket level below the bearer surface.

Hold minimum printing pressures.

#### **OFFSET** Questions and Answers

### Coated Web Offset Stock Blisters

Q.—On our four-unit web offset press we get serious blistering on coated stock. At what temperature should we hold our drying oven to prevent this condition?

A .- There are factors other than oven temperature involved in paper blistering. Blistering can and does occur on sheet-fed presses where there is no oven. The first thing to do is to make sure just where the blistering occurs. Blistering, or delamination of coated stock, can occur at the blankets if the base stock is too weak to stand the normal tack of the ink. Or it can occur if the paper is normal but the ink tack too high. Some of the coated letterpress stocks now being run by web offset are not made to stand the strain. Ruptures form in the image areas without any particles sticking to the blankets. The areas look and feel rough.

If it is definitely ascertained that the blisters are occurring in the drying oven, lowering the temperature of the oven may not be the complete answer. A certain amount of time and temperature is needed to dry the ink film. By speeding up the press, the time element is reduced. By lowering the temperature, drying slows down. In either case, drying may not be complete and the sheets could get rub blemishes at the folder.

Oven blistering is caused by the moisture in the paper flashing into steam so suddenly that it cannot easily escape from the sheet. The steam is trapped by the coating and the ink, so it forms a blister. If the steam formed more slowly, it could escape without rupturing the paper. Also, if there were less steam formed, it could escape without rupturing the paper. Also, if there

were less steam formed, it could escape before a blister occurred.

You can lower the temperature and lengthen the time element, which means slowing down the press or making the oven longer. Or you can reduce the amount of moisture in the paper.

Moisture reduction in the stock would probably be the least expensive, and there are at least three possible ways of doing it. One is to place a preheater just in front of the oven which in effect lengthens the oven. This should drive some of the moisture out of the paper and raise the web temperature enough so that the oven temperature can be lowered slightly. Another idea is to get drier paper from the mill or drive some of the moisture off before the web enters the press (this requires a dryer between infeed and first unit).

A third way to reduce web moisture is to use plates that require a minimum of moisture to stay clean. Furthermore, use dampening systems that will closely regulate water so that an excess is not necessary to make up for irregularities in the feed.

As for "oven temperatures," this is a vague term. There are too many variables involved to specify any particular oven temperature. The only true control is "web temperature," and even this must be considered directly with the length of time the web takes to reach that temperature, the time it stays there, and how laden the hot air is with solvents.

Your own oven may have to be 300° F higher in temperature than some other design to accomplish the same result. The true measurement is time and web temperature. Only by experimenting with your particular set-up can you arrive at a minimum temperature that is satisfactory for your conditions.

Charles W. Latham will answer questions on affset lithography. Enclose self-addressed envelope and direct your inquiry to The Inland and American PRINTER and LITHOGRAPHER, 79 W. Monroe, Chicago

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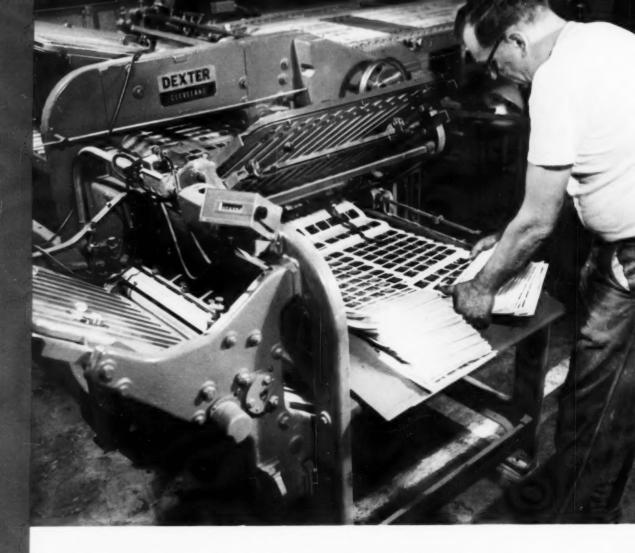




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#### THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

#### Urges Improvement In Training Methods

This is the first of two articles adapted from a talk by Mr. Lasky before the National Conference on Selection and Training of Proofreaders

THE VARIOUS NEW processes and techniques which are transforming the printing industry offer a vast potential to proofreading as a profession. We who are concerned about the profession must recognize this and improve our methods of recruiting and training.

As recently as 10 years ago, management in many cases tended to regard the proofreader as a necessary but scarcely desirable expense. Not only was he paid for nonproductive work, but he was actually creating additional expense within the plant. The more expert and conscientious that he was, the more it cost to set his corrections.

In an industry with relatively standardized equipment and in which profit was the difference between sales and costs, it was inevitable that the proof-reader would be a source of irritation. There were many exceptions, but I think that attitude was representative.

The experience of the more enlightened printing firms proved that good proofreading paid for itself in the long run. The average printer, however, was not interested in the long run. He was concerned with keeping his immediate costs to a minimum. In such an atmosphere, a campaign to improve the standards of proofreading would have had little chance of success.

I do not mean to imply that there has been much objective change in the past 10 years. Proofreaders still work under difficult physical conditions. They are still plagued by the "let it go" attitude, and they are still subjected to unrealistic and unnecessary time pressures.

I THINK that the atmosphere which engendered such a state of affairs is changing—subtly, but without a doubt rapidly. Printers are beginning to recognize, to put it in cliché terms, that you have to spend money to make money. I see no reason why the industry cannot be shown that first-class proof-reading is as worth-while an investment as modern machinery.

The problem is much more complex than I have indicated. If every employer in the industry were to say tomorrow: "All right, I am ready to recognize the full importance of proofreading; now find me some good proofreaders," we would be faced with a major crisis. There is already a shortage of ordinarily qualified proofreaders, not to mention good ones.

There are many areas of proofreading that urgently require careful investigation. For example, how does one develop the technique of reading for typographical errors? We know that a proofreader must learn to see every letter, but what does this really mean?

More than 20 years ago, Drs. Frank Luckiesh and Matthew Moss published a book called The Science of Seeing, in which they described measurements they had made of the eye movements for many kinds of reading, including proofreading. As you might expect, the number of eye movements required to proofread a given line of type were far greater than for any other kind of reading. Also, the span of precise vision, or foveal vision as they called it, was quite small, ranging from six characters for 6-point type to four for 10-point. A research program such as I envision might attempt to verify those conclusions and to discover if the foveal span varies from person to person and if it can be expanded with training.

It would also be valuable to experiment with methods of teaching a letter. One of the rapid-reading institutes might be helpful in this respect. There are devices which train the average reader to encompass a large number of words in one glance. We would probably require a similar device designed for exactly the opposite purpose training the proofreader to limit his visual span to the maximum width that permits him to see every letter clearly. We also need precise information

would-be-proofreader to read letter by

We also need precise information about methods of reading proof. What are the relative efficiencies of individual comparison, reading with a copyholder, and working with a tape recorder? How much do these factors vary depending on the type of material? I think these comparisons would have to be made on the basis of both accuracy and speed.

We might find, for example, that a team can catch X% more errors than the individual proofreader, but that the first method takes so many more manhours than the second. The man-hours would then have to be determined, of course, since the proofreader's time is worth more than the copyholder's. It may be that working with a tape recorder will prove to be the most efficient method for some types of work.

Another area which deserves research is the question of the physical conditions in which proofreaders work. Proofreaders often complain, with good reason, that they are expected to turn out first-class work under difficult or even impossible circumstances.

I admit that many good-sized plants have quiet, well-lighted proofrooms. It is also true that some relatively small printers have arranged good quarters for their one or two proofreaders. But there are still far too many plants like the one I walked into a few weeks ago—a plant with 10 Linotypes and a battery of presses, by the way—in which the office occupies as much space as the composing room and is in no respect crowded. But the two proofreaders that I saw were sitting on high stools hunched over a bank, with the only light coming from lamps far overhead.

It would not be difficult to devise an experiment that would analyze the effi-(Turn to page 124)



# PROMOTION

By HARRY B. COFFIN

# 6 Idea Sketches

Four on this page; two at top of right page, are ready for reproduction and mailing to sales prospects, with copy on your plant, products

In EACH ISSUE we include six Idea Sketches, each complete with a caption addressed to your prospects, ready for you to reproduce by letterpress, offset, or other process in your own promotional material.

These are for mailing out and for hand distribution by your sales representatives. They can be used in your own printed sales letters, in folders, broadsides, booklets, and various other keepsake forms-combined with your own selling copy.

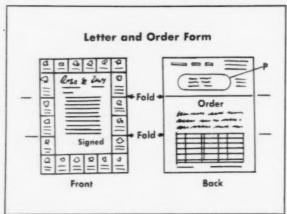
Use photos of your plant and equipment. Use descriptions of current jobs you are turning out for customers. Use testimonials from those of your accounts who are finding especially good or novel uses for the sales literature you're designing for them.

Also, use photos and brief biographies of your key staff members. Don't forget to sample your latest text and display type faces along with these Idea Sketches.

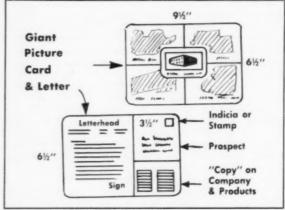
You can send out one, two, three, or more (perhaps all six that we present each month) as you choose. It all depends on what you select to pass on to your trade.

If you like, keep the same format each month in submitting them, or vary your format, letting each layout illus-

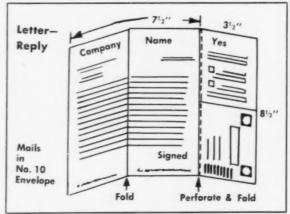
#### The four captions below are addressed to printing buyers



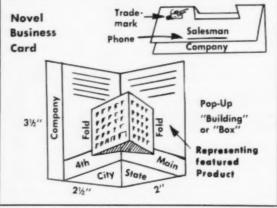
This 8½x11-inch form is highly useful in selling either standard or special items by mail. On one side it has a sales letter, plus pictures of various items for sale and short sales copy around the edges. Piece has an order form on the other side. Your prospect's name goes in area "P" and shows through No. 10 window envelope



We can produce round-cornered mailing card, 6%x9% inches, for example, to serve your sales needs. It can have pictures of your plant and its products on one side. The other side carries an address area 3% inches wide at the right of the card and has sales copy below it. The adjoining 6%x6-inch area is for a short letter



We can make this versatile form for you. It is an 8%x11 sheet of bulky paper (you have a wide choice of colors) folded twice to fit a No. 10 encelope. The first two panels are for a personal or form letter (typed the 11-inch way). Panel at right detaches, folds for a business reply folder, is stapled shut by the user and mailed



Three-dimensional folded business card, e.g., 2%x3% inches when given out, appears to have a cut-out area at the folded top. This is caused by two parallel die-cuts with a scored fold to open inside the card as sketched. The result is a pop-up area to represent building, boxed product, etc. Card stands up on prospect's desk

# 2 sketches at bottom of the page indicate ways to submit six ideas to your trade, (captions addressed to you as printer)

trate a different idea for a printed form that your prospect may be able to adapt for his use.

Once or twice a year you could gather a large number of these Idea Sketches from a series of this feature's back issues to publish in your own booklet-keepsake. Perhaps you'll use one idea per page with 16 pages or more. Or, you may group two, three, or more Ideas per page, depending on

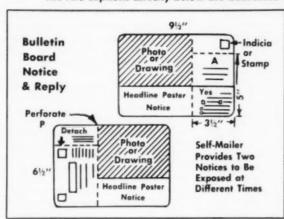
the page size you prefer. In each case use the caption now appearing below each idea. It is already addressed to your trade.

This material should be reproduced either same size or a bit larger if you prefer. Perhaps you'll want to add a bit of color. You may print the title and/or captions in a second color, for example, or print each Sketch over a solid or a screened color tint. Or, use different

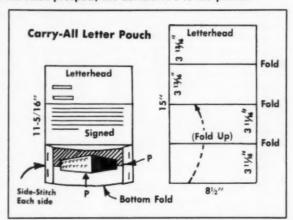
colors of paper gathered in sets like playing cards for variety.

Note that the four units on the left page, plus the top two units on the right page, are ready for you to reproduce. They can be mailed or given to your prospects. The two units at the bottom of the right hand page are format ideas for use in your mailing—captions addressed to you, the printer, not to your customers.

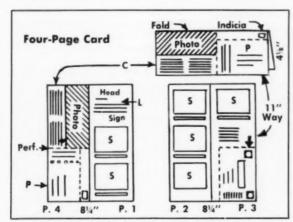
#### The two captions directly below are addressed to the sales prospect, the bottom two to the printer



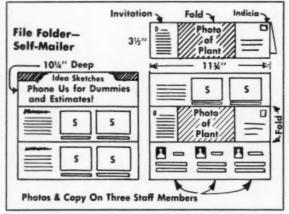
Manufacturers, schools, societies, coöps, unions, and other organizations often send out small posters for use on walls, counters, doors, windows, or bulletin boards. Here, two posters, 6x6% inches, appear on two sides of the mailing piece and can be detached along (P) 3%x5 card returns prospect's name (A) for orders, reservations



A unique letter pouch does several jobs with one sheet printed on both sides. An 8%x15-inch form of white or colored book paper has three folds. The bottom fold forms a pouch after side-stitching, and may show a photo of a building or product (P). The pouch can contain a reply card or envelope, samples, prices, dummies, etc.



To offer six Idea Sketches to your trade, consider this 8½11-inch card that folds once to 4½x11. Run sales copy (C) and a picture of your plant at address area. Prospect's name goes at (P), a short letter at (L) and Idea Sketches and captions at (S). Other side has more sketches and a reply card for prices, dummies, etc.



Vertical file self-mailer card, 3%x11% inches when folded for mailing, opens to the standard 10% inches deep for filing, and has a simulated tab at the top to project from a file. Tab can show your name or say "Idea Sketches." Piece has room for four sketches (S) on one side, and two on the other with your sales copy and pictures

### THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

## Can Young Comps. Hopeito Become Typographers?

Division of labor makes it difficult for comp. to do creative work

Typographers today come mostly from art schools, not composing rooms

But outside work, reading, and courses can help comps. break in

AN URGENT PROBLEM faces the ambitious composing room apprentice interested in studying typography. The problem is the lack of adequate training to prepare him to reach his goal.

Theoretically, a normal term of apprenticeship should provide all the necessary indoctrination for a career as a typographer, but in actual practice this is not the case. With specialization more and more governing composing room operation, there are increasingly fewer opportunities for the enlightened instruction once common to the craft of the compositor.

While this condition is scarcely new, it has reached a point where there is little likelihood that tomorrow's top typographers will emerge from a craft background. Moxon, the first important writer on the subject, complained of the situation as long ago as 1683. He defined a typographer as "such a one, who by his own judgment, from solid reasoning with himself, can either perform, or direct others to perform from the beginning to the end, all the handyworks and physical operations relating to Typography."

In a later paragraph, Moxon somewhat ruefully added, "Such a scientific man was doubtless he who was the first inventor of typography, but I think few have succeeded him in the science, though the number of founders and printers be grown very many; insomuch that for the more easy managing of typography, the operators (sound mid-20th century terminology!) have found it necessary to divide it into several trades, each of which, in the strictest sense, stand no nearer related to typography, than carpentry or masonry, etc., are to architecture."

The compositor, therefore, was a step removed from the typographer even 300 years ago. Today's industrial requirements have divided the oldtime printing office into literally dozens of specialty houses, and have—in the trade composition plants—broken the composing room away from the process of printing.

The difficulties facing the apprentice compositor who wants a career as a typographer are almost insurmountable. The job of the typographer is becoming the exclusive property of the artist trained in commercial art. Little opportunity remains for the practical printer. The postwar title of type director is even more remote to the composing room-trained printer.

Nevertheless, in shops throughout the country young men are becoming acquainted with printer's types and are developing a love for their use in the production of the printed word. They wish to follow in the steps of the really fine typographers of this century. Although these old-timers were practical printers, they were not content with the attainment of journeyman status. They did not assume that they were at the end of the line but built secure ca-

reers upon the firm groundwork of a composing room apprenticeship.

Once the apprentice fully realizes the grip which typography has upon his imagination, he will probably begin to investigate means to accomplish his goal.

Certainly, the first step is to become acquainted with the literature in the field. Trade periodicals can lead him in the right direction. Articles on current typography, book reviews, etc., will keep him abreast of trends.

The subject of typography is well served by publishers all over the world. Indeed, the literature in this area is the most extensive of any printing specialty, an indication that typographers are most literate and are anxious to discuss their field of interest in print.

Unfortunately, these books are generally printed in rather small editions, going out of print quite rapidly. The shelf of books on typography is small in most book stores. Even the second-hand shops never seem to have a good supply. The public library is, therefore, the best source of information.

I would recommend that the apprentice become familiar with a shelf of borrowed books before he begins to make his own purchases. Since the best books are expensive, the acquisition of a personal typographic library should be spread over a considerable length of time.

Perhaps the best sources of inspiration are the books written about or by the well-known printers—Goudy, Updike, Rogers, Dwiggins, etc. What were the attributes which made these men successful? What factors most influenced their careers?

If the apprentice makes a serious approach to his study, he will soon find that he is not content to look at a reproduction of, say, a page from the Kelmscott Chaucer. He will want to look at the original. Those fortunate enough to live in the larger metropolitan areas will find that the libraries have excellent sources available in their rare book rooms. Many of the universities and colleges have similar facilities, so that



it should not be too difficult to look at a Bodoni or a Baskerville or indeed a good share of the work of the great historic printers.

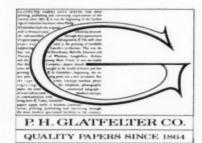
Since many modern typographers are the graduates of art schools, the apprentice should consider this source and enroll in evening classes in design wherever these are available. Experience in handling type in a composing room should help immeasurably when he advances to the study of advertising layout after he has completed preliminary design courses.

If the apprentice is seriously interested, he should investigate graphic arts courses in college when he has completed his shop training. As a journeyman printer, he can attend school and work during the weekends and in the summer. Unless family obligations preclude such activity, he should consider it seriously.

My thesis in this discussion is not to discourage the apprentice from pursuing his natural career as a compositor, Linotype operator, lockup man, etc. If a young man has his sights properly set, he will no doubt go on to shop superintendent or production manager. If he wants to work with type, however, he will find too little satisfaction in the back shop. The modern comp. is too rarely given the opportunity to do more than follow that blueprint—the dummy or layout—with almost no chance for exercising original talent.

Type consciousness is increasingly evident among buyers of printing. More and more often artists are taking over the responsibilities of the typographer, making it quite evident that the practical printer will continue to be mechanized into the routine of typographic bricklaying. Opportunities do exist for the young printer, but he has to make the most of them himself.

I have prepared a list of books which I will be very pleased to send to any composing room apprentice who writes for one.



In accordance with the trend toward modern trademarking and company imagemaking, the P. H. Glatfelter Co., Spring Grove, Pa., paper manufacturers, soon to start second century of operation, has adopted this design as firm's trademark

# **Craftsmanship Still Survives**

By Albert Schiller



At left is "Isometric City" (6x6 inches), a type picture that has never been published before. although it was first done in 1937 to serve as a title page for Futura Demibold in a type specimen book now out of print. It is shown at the lower right as it appeared on the title page. "Isometric City" is the type picture being sent to readers upon request, not the colonial town hall (lower left) which was shown with Mr. Schiller's letter in the September issue of PRINTER AND LI-THOGRAPHER. The town hall was used in a booklet issued by Marquardt Paper Co., New York City. The offer to send "Isometric City" is still good

A LITTLE EXPERIMENT to which THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER lent its aid in its September issue (Letters to the Editor, page 4), has taught me that typographic craftsmanship is not dead.

I had written to the Editor to suggest that readers of this magazine might acquire one of my type pictures simply by writing to me for a copy. The response was surprisingly large.

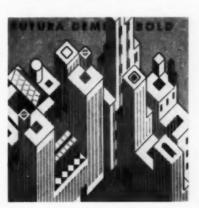
When you juxtapose this interest in a pure form of typography that creates pictures by means of type ornaments, with today's unhealthy typographic environment, one then begins to wonder whether there might not be, after all, a solid body of discontent with the runaway ill-use of Victorian type faces in the name of modern typography.

When photographic film took over display typography, it was free of type shoulders and other rigid type properties. Consequently, designers began to have a ball, standing type on end, ignoring capitalization, crowding type into Black Holes of Calcutta.

Saying, in effect, "Hooray for the layout; to h— with the type," all the craft-demanding challenges of good typography were thus lost and forgotten by an entire generation which took charge of presenting the printed message of commerce to the public gaze.

Perhaps this innocent awakening of interest in a type-ornamented product (the type pictures) is a sign that the printer and many others dealing in the printed word have not entirely abandoned the hope that type will once again come into its own and be used wisely, sanely, and resourcefully.





# AREVIE OF MEET ACTIVITY AFORCE AMERICAN PRIVATE PRIVACY

• Easy ways to give the simplest forms of display printing a bit of a different look are illustrated by the booklet covers above and below. The ideas are in no sense new, but seem well worth bringing to the attention of readers seeking variety in their work.

The design at the top is from a booklet done by Leonard F. Bahr in his private shop Adagio at Grosse Point, Mich. The incomplete panel or border bleeding off the top provides a change of pace from the usual complete border. The consequent massing of white space—making the amount seem greater, incidentally, than if spread around the four sides—gives a less formal effect.

The cover below is for a tiny booklet such as C. Harold Lauck, Lexington, Va., has issued at Christmas time for years. Printing the title in a single line reading upward along right side of the page has a double advantage. As a variant to the usual practice—lines across the page—it contributes distinction. On top of that, note that larger type might be permitted by the treatment on occasion.

# The Ten Commandments

# SPECIMEN REVIEW

By J. L. FRAZIER

# **Surely Best of Class**

STAFF OF "RAIFORD RECORD," Raiford, Fla.—We do not often see publications by and for inmates of penal institutions, but if we may judge from the latest issue of your offset, 11x8-inch magazine, at least some of you should be in line for good positions outside. What we like most about your publication is the bigness of effect and interest-arousing qualities of the fresh, in-

slick paper. If the lettering is done by hand and not by the photo method, as it might be, we rate it professional grade. In contrast with the more formal type, it sparkles. The background for the front cover is red, showing the name of the magazine in reverse near the upper-right corner. There is also a two-inch reversed band across the cover near the bottom. The name and band, of course, show white. Type and

Palatino and Palatino Italic offer the typical properties of Renaissance Old Style. They were named for the

were named for the famous sixteenth century calligrapher, Giambattista Palatino, who lived and worked during the same period as the French artist Claude Garamond. Their calligraphic background is apparent.

Hermann Zapfcalligrapher, type, designer

-has more than 50 type
designs to his credit. Muster
of classic letterform as well as
contemporary design, he has also
written several books on the subject
and has lettered at Carnovie Institute

for an art book.

# TWO IMPRESSIVE TYPEFACES BY HERMANN ZAPF NOW AVAILABLE AT H&H TYPOGRAPHIC SERVICE

Palatino

These are the newest types in an exceptional collection of both everyday & specialpurpose faces waiting for you at H&H Typographic Service, at 1117 Wolfendale St., Fittsburgh

33-FA 1-4288

Melior is a distinguished typeface which can be classified as a contemporary roman. Strong serifs and absence of fine hairlines make the face suitable for any printing process or surface, just as appropriate for advertising atomic fuel or

Giant "Z" does a big job in compelling attention to and interest in 11x8%-inch sheet of 11 & H Typographic Service, subsidiary of Herbick & Held printing house, Pittsburgh, Difficult composition is well handled. Original is printed in black and red on a good quality cream-toned paper

formally arranged article headings set in large type and lettering. Far too often such heads are too small and in centered lines. Aside from the advantages of bigness in getting attention and quick comprehension, such articles add an effect of "color," always desirable. Text is in a good size of antique roman. It is set in two columns, with more space between them than is usual (maybe proportionately too much) compared with the page margins. The antique roman text conforms nicely with the strong display, and by laying more ink on the paper, visibility is increased. This would be more important on coated paper than on your rough stock as lighter inking is necessary on less absorbent coated stocks. There is too much printing of lightface type on

lettering are in black with the masthead copy across the top comparatively small. The largest display, "25th Anniversary," is low on the page and near the closely spaced lines in the white band near the bottom. As a result of this layout, the page seems tight and bottom-heavy. The inside front cover and first text page seem too tightly spaced, suggesting type one-size smaller could be used, particularly since the face is rather bold. Halftone illustrations in the "Raiford Today" section are interestingly, informally arranged. We have seldom seen better presswork on halftones. Solids are quite black, highlights clean, and other tones between properly graded on pulpy paper which, at most, would be considered of moderate grade.

### **Cut-outs and Novelty Papers**

STAMPERIA D'ARTE, Pescara, Italy.-It is a thrill to examine the samples you sent, mostly items related to events of the Olympics. All are colorful and beautifully printed. The most unusual and interesting is the 10x7-inch folder menu which we rather guess from the words in Italian on the front was for a dinner in honor of U.S. Ambassador Zellerbach, the name, incidentally, of a chain of paper houses on our Pacific coast. The basis of the interesting item is the two-sided, slick cover-weight paper, blue on one side and white on the other. This two-sided paper offers opportunities for novelty, quality, and distinction of which far too little advantage is taken here. With the blue of your piece outside and the front leaf folded a bit short, the effect of the white of the inside showing along the right edge is in itself interesting. Five well spaced rows of five 48-point stars, each stretching to about half-page width, are die-cut in the front leaf and appear white (from the third page) when the folder is closed. The first row is to the left, the second to the right, and so on. In the spaces to the right or left of the stars, copy in type much smaller than the stars is printed in a deep blue. The effect is both pleasing and striking. The menu on page three is of similar handling, but the rows of stars are printed in light blue, matching the other side of the sheet and, of course, located so as not to show through the die-cut stars of the front leaf. The items on the menu are in a smaller size type than that used on the front and appear below, rather than alongside, the rows of stars. We have iust learned that the type of this piece is just being introduced here. It is an extended almost monotone bold style, caps only, with tiny sprouts of serifs to forbid designating it as a sans serif. It is a more artistic letter, in our opinion, than the wide sans serifs such as Venus, and, unless the extended shape of the Venus and others of its ilk have seen their day, it should get a lot of use. Your work, without being in the least flambouyant, looks new-Congratulations. Send more samples.

### **Band of Colors Impresses**

THE DEERS PRESS, Seattle.-We are frustrated whenever we receive a package of so many outstanding items of printing as you recently sent us. If adequately reproduced, most of them would brighten our pages and help and inspire our readers. Unfortunately, the pieces are largely of process work or done in several colors, impossible to reproduce suitably in black and one color. To get this type of big work from large and important business concerns denotes respect for your talent and facilities. The layout and typography are top-flight, reflecting sound modern design. Presswork, offset and letterpress, is altogether in keeping. As an idea, we must mention the striking, interesting, device you feature on your stationery,

Printing is the vehicle of Design

Would you buy a car minus an engine? Certainly not? It might be the finest engine in the world but it still needs an efficient choose on which to ran, and attractive believes to make it a committee and





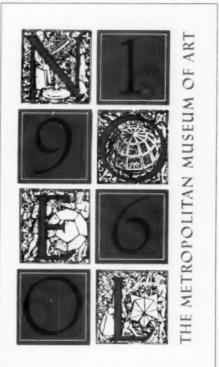
To give the results you want on each of the control of the control

draign: arthur leydin. Intering shifting trumb and come

Sane, modern layout of spread from promotion booklet of Meteor Press, Melbourne, Australia. Cover is black with open panel near bottom simulating memo sheet, on which title appears handwritten in blue

advertising, and the cover of your type book. It is a vertical band of four square sections, these in yellow, red, blue and black respectively, the latter showing "The Deers Press, Seattle," set in sans serif caps in reverse color. The one word "Press" is filled out with the yellow. The band is big in relation to the particular

item on which it is used, extending all along the left side of the 12x9-inch envelope and dominating the designs of the other pieces. As a trade mark, it must emphasize your name whenever it is seen. Furthermore, it points out that you are a specialist in color work. The quality of the work you do must bring a lot of orders.





Block initials effect interesting and appropriate cover (left) for catalog of greetings sold by New York museum. Color on the original is red, but it is yellow on the inside front cover shown on the right

# **Brochure Features "Space"**

SMITH E. MILES, Sydney, Australia.-It is always good to reflect the current public interest in the copy and physical aspects of advertising. You are to be complimented on being both alert to the idea and, then, making so much of it in the production of your remarkably interesting and impressive 9x12-inch spiral plasticbound brochure, "In Space Since 1910." It is worth mention that the deluxe piece commemorates your company's Golden Anniversary and announces a recent move to larger quarters with new equipment, all while promoting your complete service, including photocomposition and platemaking. Under the circumstances, nothing less than such a fine job could be considered. The theme of "Space" in the universe is admirably suggested by the front cover. On it, the title in extended squareserif caps appears reversed in a narrow band in black, low on the page and slightly to the left of lateral center. What makes the page is the paper. Here it is, as Strathmore has so long contended, "a part of the picture." We repeat, the field of novelty papers should be surveyed by all who plan important work. This heavyweight white stock is flecked with silver, the flecks suggesting stars and planets, now as never before subjects of intense public interest. With the plastic also white, only the silver provides color, but it is enough. A printed second color would dull its effect and significance. "Space" is brought down to

ADCRAFT TYPOGRAPHERS, DBG.
250 W. 6819 Street, New York 19
Circle 5-3434

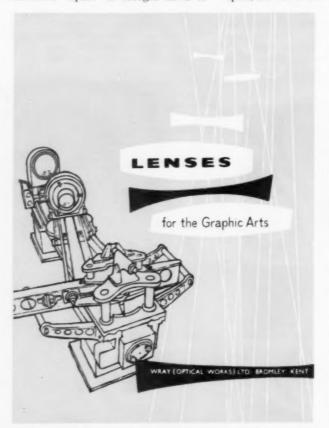
How the contrast between outline and boldface (solid) type can function both to strengthen display force and provide effect of "color" is exemplified in business card shown above

Barney Feinberg

earth, so to speak, on the first inside page where the doublecross with which proofreaders indicate space appears in a box in large size preceded by copy "For 50 years we have been working wonders in" and followed by "We deftly deal with all kinds of printed space." Then the symbol is defined in small type near the lower-left corner while opposite "and now" appears reversed in a narrow bleed band. Following pages disclose considerably more lines emphasized in display than usual, but there is no confusion since copy is generally brief, the set-ups are informal, and there is much more surrounding white space than is usual. The page layouts vary, creating interest, but the general idea is represented by the one reproduced below. Need we say that there is nothing old-fashioned, like 50 years old, about this brochure; in every respect, the effect created is quite modern.

# **Cute Theme Through This Folder**

MODERN LINOTYPERS, Baltimore.-Your highly-impressive 8%x10-inch folder, "Modern at Bat for you," presents several unusual features which might well help others searching for ideas to spark planning work of their own. Copy is tied up with baseball-probably of top interest in Baltimore as this is typed-as the quoted front title indicates. Expressions related to the sport are used as display on different pages. The display is highly suggestive of the merit of your typesetting service while being at least suggestive of baseball parlance. They are, for instance, "Big League "'Old Pro' Craftsmen," and Facilities," "All-Star Service." The approach seems excellent. To visualize the most unusual feature, one must contemplate the piece unfolded, spread out with printing right side up. Folding is as for a spread of six pages, but there are only four because the first and third sections along the top are die-cut out of the sheet. Effect, as we view the whole, is that of an inverted capital "T." The section remaining is covered with a halftone illustration of an umpire, catcher, and batter from behind and a little to the right. It tops the middle of the three-page spread below, the page headed "All-Star Service," this in big extended extra-bold sans serif caps printed in red along with a very large outlined star which in part, also in red, overprints the page above. The front design of the closed folder backs up the single leaf re-



Highly significant simple (conventionalized) illustrations on cover of Wray Optical Works catalog, from England, dramatically impress name of company's product while functioning as interesting design elements. The original is printed in black and a medium brown on white paper

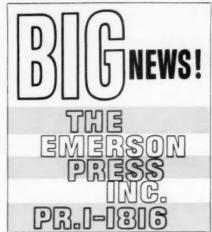


Striking, informal page from anniversary brochure of pioneer and able trade and advertising house of Sydney, Australia. Open makeup is varied from page to page. Second color on original is yellow similar to that here. Read the informative item at upper left corner of this page

ferred to and folds down over the twicefolded inside spread described. Like a strip of film, a halftone illustration two inches high extends across the bottom of the spread. More than 25 inches long and printed in the black, it depicts various operations of your plant. Another idea we are impelled to pass on is that of outlining the figures of the square halftone illustrations of the front and the one backing it up-the extension leaf of the sheet-with a thick line printed in red. More to the end of giving the item distinction, it is printed on heavyweight light green paper of, thanks to offset production, rough, soft finish. Design, typography, and presswork disclose skilled craftsmanship.

### **Customers Should Use This**

ADCRAFT TYPOGRAPHERS, INC. of New York City.-The specimens you've sentall for your own use-display interesting and effective typography. Most impressive, because of its size, is the 18x35-inch wall chart, on which, in five columns, all your many types are listed alphabetically with sizes available given in a line underneath the name in each instance. With a metal strip, the kind long used for calendars, across the top and bottom, it is suitable for hanging in studios of customers and could be extremely effective in starting orders for composition your way. The notable feature common to this wall chart. letterhead, envelope, business card, and the heavy bright yellow paper cover for



Front of booklet (closed) by Cleveland printing house. With one side of white sheet printed yellow, the color appears from extensions of leaves, each wider than one before

your typebook, is the treatment of the name line. Though all are printed in black only, the idea should be useful to other readers. The word "Adcraft" is in bold sans serif caps of normal shape while the rest of the line is in caps of moderately condensed sans serif. The difference in shape is of no consequence. What needs to be mentioned is that the contrast between the solid letters of the first word and the outlined letters of "Typographers, Inc." is "colorful." Obviously, printing the key word of the company name in the solid characters emphasizes it. The types are related because of common design characteristics. To show all readers how the two letter styles may provide "color" and emphasis within harmony, your business card is reproduced on the opposite page and the letterhead, with other interesting ones, on the second page following. The same effective combination is employed on the second page following. The same effective combination is employed on the booklet cover at left which is given added "oomph," of course, by real, color.

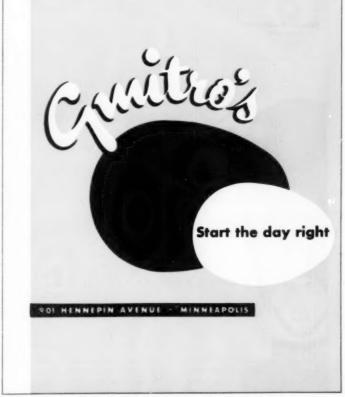
# Sound Layout With Newer Types

MIRELES PRINTING Co., El Paso, Tex.-We have seldom received so many small items of printing as pleasingly colorful, with color skillfully used, as in the packet of samples you have submitted. Red is great as a second color when a splash is desirable or a very small part of the design calls for color. Once a story went the rounds, probably a fable in its way, of a customer being asked by the printer what color he wanted and replying "Any color so long as it's red." You draw upon the whole gamut, and in instances employ socalled pastel hues with fine effect. The purple of the illustration on your appealing, direct, and most readable blotter, "Orchids to You," is not a pastel hue, but because it is not a primary one, it has the suggestion of a pastel and, consequently, is highly appropriate. The work is laid out along sound lines, yet there are fresh design devices to make much of the work

# Louisville Club of Printing House Craftsmen



On light brown stock of original bulletin cover shown above the two top lines are in red, third line and picture in black. Considering illustration relatively too strong, and with idea of better representing the harvest, we turn to the yellow



Front of menu folder, creditable in both originality and production to the Lund Press, Minneapolis. Right side of back leaf is die-cut for extension shaped like large end of an egg, smaller end given form through being in reverse color in two-inch yellow band. In black, ". . . with Fresh Eggs" strikes across oval outline

# memo or 61 Send ALL type orders to Shaffer on calendar days printed in black

JANUARY	FEBRUARY	MARCH	APRIL	MAY
8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 0 0 0	5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 36 27 28 0 0 0	5 6 7 8 9 10 11 12 18 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 0	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 15 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 14 17 18 19 20 21 22 23 24 25 26 27 26 29 30 31 0 0
JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 25 26 27 28 29	0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 0	3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 6 9 10 11 12 13 14 15 16 17 18 19 20 21 27 23 24 25 26 27 28 29 30 31 0 0 0
NOVEMBER	DECEMBER -			
0 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 0	3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23		SHAFFE!	

Miami typographer introduces low-pressure promotional slant in copy along top of his calendar blotter. For as long as piece is kept around, it can at least help in keeping the advertiser in mind

sparkle. We also note power without ostentation. Contributing to this are the attractive and up-to-date type faces used. Too many printers buy too little type. This is no plug. It is said only because too much printing is too much alike. Word gets around that this or that face is "the berries," and everybody starts using it on everything. Such types become tiresome, even when used where their qualities are appropriate. Pressed for a constructive criticism, we would say that you sometimes letterspace too widely, as on letterhead of Mott, Reid & McFall, where the

light and small sans serif line is weakened unduly. This letterspacing, too, necessitated much too much space between words in order to maintain their identity. As is nearly always the case, the line need not have been as long as it is made by the spacing. The effect of a squared group is often hurt when one or two lines must be noticeably letterspaced while others are not. This latter observation is not directed to you. The attractive colors, good type faces, and craftsmanlike presswork set your work well above the average of its kind of printing.

# Importance of the Significant

ELWOOD PRINTING Co. of Minneapolis. -As designs, particularly referring to layout, your matched stationery for the RKB Studios is interesting and impressive. The letterhead and envelope won a top spot in the Gilbert Paper Company's November competition. Blind-embossing of the three big letters, "RKB," on the letterhead contributes distinction and suggests quality. Though the blind embossing precludes our reproduction of your fine items, we regret greater use is not made of that mode of treatment. The letters appear directly below a 2x1-inch panel in brown, reversed to simulate in white near the right side one of those round seals outlined with points so commonly used for striking in great seals of government and business concerns on legal documents. The panel near the right of the sheet bleeds at the top for an interesting effect. What significance the round form has in connection with the business of an art studio we do not see. The importance of significance increases with the size of such a device. Four lines of type, also two inches long, giving the name, address, and telephone number of the organization, appear close to the bottom of the sheet, in line up and down with the top elements. The important copy is made to seem unimportant in both size and position. While this significant copy is similarly spotted on the invoice, all elements are grouped together near the upper-left corner of the



Spotting of the tall drum major illustration, emblematic of the football season, and the consequent unusual distribution of white space, produce highly dramatic effect on cover for employee magazine of the A. C. Nielsen Company, Chicago. Color on the original, of course, is red



That the silhouette illustration may be depended upon to provide distinction and an effect of "color" in all-black printing is demonstrated by page from outstanding magazine of Phoenix Metal Cap Co., Chicago, beautifully printed by the Hillison & Etten Co., Chicago

envelopes for an impressive, quicklygrasped design. Your own letterhead impresses us much more and is being saved for a group showing of outstanding forms of the kind.

**Modern Devices Score** THE WICHITA EAGLE PRESS OF Wichita, Kans.-The three good-sized booklets or brochures you sent are topgrade, characterized by excellent layout and colorful effects. With layout involving several of the sounder modern devices, such as emphasis of rectangular patterns (including pictures), unsymmetrical distribution of white background areas, and emphasis of the vertical line, the pieces are patently up-to-date. With numerous halftones bled off one or two sides, the effect of newness is accented with the added merit of making illustrations larger than possible with conventional page margins. Too much can not be said in favor of this device. We are intrigued by the front of the Greenbriar Manor booklet. An interesting halftone illustration in color covers the page, bleeding off all sides. Toward the right in about vertical center, a sizable rectangle is cut out of the halftones and shows white paper in striking contrast. Type matter in black and a decorative curved band in green appear in this panel, which, cut aslant rather than horizontally, gives the effect of action and grips attention as formal positioning could not. Occasional nonhorizontal positioning of suitable elements of a design, like top display, may effect a desirable change of pace, though going to extremes is dangerous. Numerous lines of text should not be set aslant; people are accustomed to reading horizontal lines and are disturbed when type is set otherwise: "Viewing the University of Wichita" booklet admirably emphasizes the striking effect of blocked elements and unsymmetrical, massed distribution of white space. The 9x6-inch front cover printed in deep brown on light tan antique stock discloses a diecut, 34-inch circle near the lower-right cover, through which appears a section of a halftone printed in brown on the pale vellow paper of the inside pages. Though printing the illustration on the cover might cost less than die-cutting the circle, we favor the latter because of its intriguing added interest. The piece for Production Credit Association has interesting features. The cover is of three, rather than two, sections, the shorter third folding in under the second at the back. A typographically attractive calendar pad, is stitched onto the third cover. The front is utilized for a Christmas greeting, with each calendar page backed up by a ruled form for keeping records. When completely opened and hung as a calendar, considerable reference data is found printed on the middle section of the cover above the calendar pad. The general idea would seem to have other and varied applications. Presswork is good.



# ADCRAFT TYPOGRAPHERS, INC

250 W. 49th Stree New York 19, N. Y.



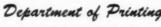
1825 WEST COLFAX AVENUE DENVER, COLORADO



3765 WADSWORTH STREET

PHONE HARRISON 2-3475

WHEATRIDGE COLORADO







DENNIS W. FOLBIGGE



4 MAJORCA 79 ESSENWOOD ROAD DURBAN TELEPHONE 49551

PRINTING / LITHOGRAPHY / PUBLISHING / CREATIVE DESIGN

SIGO VINCLAND AVENUE , NORTH HOLLYWOOD CALIFORNIA TELEPHONE: TRIANGLE 7-1876





The combination of solid and outline type of the same family in the top letterhead provides a suggestion of "color" through contrast, also marked emphasis of key copy. The second and third designs, by Siler's Letter Service, Denver, reflect marked originality of design, a fresh, good-to-view look. The merit of reverse color bands as a change of pace and special emphasis is manifest. Color on originals, as here, is red-top choice. A highly ingenious combination of initials features the interesting, yet simple, Folbigge design by John Guy, of Durban, South Africa. Color on original is an unostentatious blue-green. Credit the able Egdon H. Margo, of Sherman Oaks, Cal., for the highly informal final design. Color on original is dull red. Whether name is as prominent as it should be is, in our opinion, doubtful

# THE SPECIALTY PRINTER

# How Two Specialties Can Help Your Printing Sales

Transkrit Corp. handles spot carbonizing of forms for other printers

Magnetic ink encoding of checks is another important printing specialty

Printer can job these and other specialties to maintain customer good will

By R. H. Sinek, Transkrit Corp.

In this age of increased specialization, two areas in the business forms field today may relate to the selling of printing

The first and somewhat older specialty—by now it has reached the ripe old age of about 30 years—is spot carbonizing of business forms, and the second is brand new: the magnetic ink encoding of checks.

Transkrit was originally a Swiss patent that grew out of the need to find a method of copying information from one part of a set to the next with selective features; in other words, instead of having to fill in a set of forms with the constant information, then having to separate it and fill in on each part whatever variables are required, the use of spot carbon enables the writer to do the same thing in one operation.

Spot carbonizing also does away with the need for one-time carbons which, of course, greatly reduces the collating and bindery cost and the bulk of the sets in general; it also does away with the need for a stub because spot carbonized sets can be edge-glued. Carbonizing can be done in different colors, an advantage to some industries that have found that there is less risk of forgery if they use a colored carbon.

Then, there is also the psychology of carbonizing which enters the picture. On some sets on which many copies must be prepared in one writing, it may be necessary to use an intense grade of carbon to achieve these results; no matter how good the carbon may be, a little bit of it may come off on the fingers of the person who handles such forms all day long. By changing the color of the carbon from black to red, it was found that many of these objections could be eliminated because the girls who handled the forms most didn't mind if their fingers got a little rosy.

The possibilities of spot carbonizing caught the imagination of some farsighted printers before World War II, and the phenomenal rate of growth of some applications, such as in one-write payroll systems or gummed labels, has contributed to a healthy growth of specialty printers.

SOME INDUSTRIES are using spot carbonizing forms to such an extent that enterprising printers have set up special departments to cater to such trade.

On the other hand, many commercial printers or lithographers have discovered that they can open doors to new accounts by demonstrating to such prospects the time and money saving features of spot carbonized forms, such as carbonized labels.

It often happens that the receptionist who has to announce the salesman to the purchasing agent is also the girl who has to perform simple typing such as the addressing of shipping labels. Many times she may have to type the same address four or five times if several packages are to be sent to the same account in one shipment. It is easy to show such a girl that with a spot carbonized set of labels she would have to type the address only once to get as many as six or eight identical labels in one typing. You can convert an indifferent girl to a hard-plugging saleswomen for vour wares before vou even see your customer. Such business also has an excellent repeat potential.

There are other fields in which the saving in time and money and the avoiding of errors in copying gives spot carbonized forms great appeal.

On a hospital admission set, for example, 15 parts are prepared in one writing with copies going to the various departments of the hospital—from the switchboard to the diet kitchen—with a controlled amount of information on the different copies. Some departments

are concerned with the financial status of the patient and must get this information; others have nothing to do with such information which must be treated confidentially. So the answer is spot carbon in select areas.

A convenient registration form, which may appeal to any company that exhibits at a business show or convention, may be devised to keep a register of persons visiting its display and at the same time handle quickly any requests for literature or sample material.

The prospect will, by writing his name and address, prepare the shipping label to send him the material he requests and at the same time provide a copy for the sales manager and the salesman for follow-up purposes. Of course, it would be easy to modify such a set to incorporate an extra copy for a prize drawing or some other purpose. There is hardly a field in which there is no spot carbon application.

Many persons are familiar with spot carbonized airline tickets, and may also be familiar with spot carbonized tax bills, loan forms, or payroll checks.

There is another angle to the selling of specialty forms that should not be underrated. Often a good account of a lithographer will ask the salesman who services him to handle specialty forms for him on an accommodation basis. If such requests are turned down because it is the company's policy not to handle any form work, a potentially dangerous situation may be created because the customer may call in a different printer.

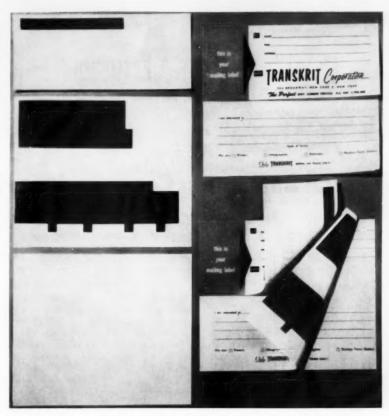
He may call in a forms specialist who does not handle any other work, but it could happen just as easily that he will talk to someone who will express interest in his other printing business. You may invite competition by default.

MAGNETIC INK encoding of checks is a development which was sponsored jointly by the banks, the printers, and the builders of various sorting machines. In another year or so 90% of all checks you see will be encoded. The banks have adopted this procedure because of the tremendous volume of checks handled each year.

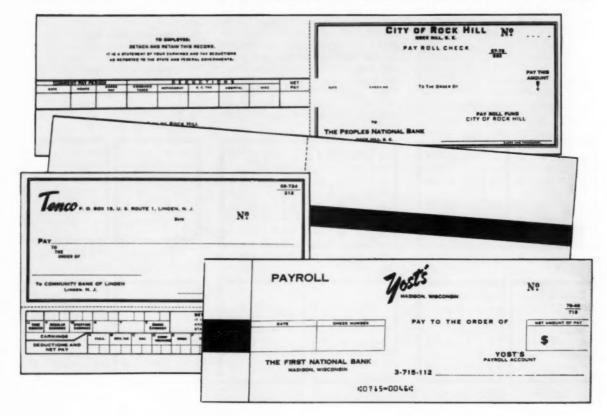
At present the nation's banks sort some 14-billion checks a year, but the time is not far off when the figure will be 20-billion. Obviously, such quantities cannot be handled manually, and some uniform method of handling by automation had to be found and was finally agreeded upon—the so-called "Common Machine Language," which simply means magnetic ink encoding.

At the moment, the banks are the only field taking advantage of the magnetic ink encoding possibilities, but many other industries are exploring its possible use for other operations requiring identification or sorting on any large scale. For instance, large food companies are experimenting with magnetic ink encoded food coupons to eliminate the bottlenecks encountered in this major marketing problem. Magnetic ink encoding will find a place in several other fields.

Encoding is a tricky printing operation since the standards of tolerance as established in the American Bankers Association specifications are extremely close. The naked eye can no longer detect the flaws in printing that might cause a rejection of the checks by the machines so testing equipment, such as the Nikon Optical Comparator which blows up the printed image 50-fold, must be used. Magnetic ink printing must produce the signal strength needed by the sorters.



Transkrit form has a label, data sheet, and duplicate of data sheet. The back of each part is shown at left. Below are carbonized checks, bottom one showing magnetic ink characters



# PRESSROOM

Offset Lithography • Letterpress • Flexography
Gravure • Screen Process • Collotype • Embossing

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

# Careful Imposition Can Save Money on Publications

Usually, the more pages that are locked up together, the lower the cost

The more color pages that can be confined to one form, the lower the cost

Here are some sample layouts and suggestions for economical imposition

By Willard Van Stone
Kable Printing Co., Mount Morris, Ill.

THE NUMBER OF PAGES to be imposed and locked together in a form is governed by the size of the printer's presses, the type and size of his folding machines, and the number of copies to be printed. Generally speaking, the more pages that can be locked and printed together the lower will be the cost.

The same principle applies to color placement. The more color pages that are confined to one form, the more economical the color presswork will be. There are ways of distributing color through a magazine with a bare minimum of extra cost. The method depends on the number of pages in the magazine, how many are to be in color, any preset publication positions, and the number of different colors that are to be run.

Again, the size of the printer's presses will determine how many color pages may be locked together in one form. Let us assume our printer has single-color (black only) presses which will accommodate 32 pages, and his two-color presses are large enough to print 16 pages at one time. In this illustration, then, we would strive to plan our imposition so that, if possible, all color is confined to 16-page, two-color presses and "black-only" pages to 32-page, black presses.

Black-only pages may be imposed as one 32-page work and turn form or as two 16-page sheetwise forms. In the case of work-and-turn forms, both sides of the sheet are printed from the same form to the same gripper and guide edges. Sheetwise (or work-and-back) forms are printed on ene side with one form and backed up on the other side with another form. Both sides of sheetwise forms are run to the same gripper

and guide edge—the first side to a push guide and the backup side to a pull guide.

As an illustration, let us consider a 64-page, saddle-stitched publication to be printed on flat-bed presses, with 16-pages in two colors. The black-only pages may be imposed and printed as one 32-page form, or as two 16-page sheetwise forms if the pressrun is small, and the color pages may be run as one 16-page form in color, backed up by one 16-page form in black only. Following are three possible combinations for running this publication in an economical way.

Form Layout Combination One. Figure one shows the most economical combination for color. Run one 32-page form work-and-turn in black only (pages 17 to 48), and two 16-page forms sheetwise (pages 1 to 16 and 49 to 64) with color on one side of the sheet and fold as one 32-page section. Color may be had on pages 1, 4, 5, 8, 9, 12, 13, 16, 49, 52, 53, 56, 57, 60, 61, 64. Or, as an alternative, color may be had on pages 2, 3, 6, 7, 10, 11, 14, 15, 50, 51, 54, 55, 58, 59, 62, 63. Another

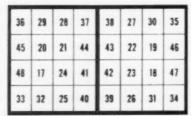


Figure 1 - all black

52	13	12	53		54	11	14	51
61	4	5	60	I	59	5	3	62
54	70	8	57	I	58	7	2	63
49	16	9	56	ı	55	10	15	50

Figure 1 - with color

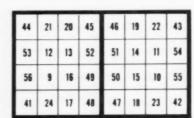


Figure 2 - all black



Figure 2 - with color

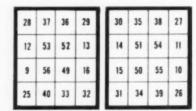


Figure 3 - all black

20	45	44	21	۱	22	43	46	19
4	61	60	5	l	6	59	62	3
1	64	57	£	I	7	58	63	2
17	48	41	24	۱	23	42	47	18

Figure 3 - with color

combination of this same imposition would be to run the inside form (pages 17 to 48) as sheetwise 16's and the outside 32 pages (1 to 16 and 49 to 64) all black. This would enable you to have color on pages 17, 20, 21, 24, 25, 28, 29, 32, 33, 36, 37, 40, 41, 44, 45, 48. Or, as an alternative, color may be had on each of the following pages: 18, 19, 22, 23, 26, 27, 30, 31, 34, 35, 38, 39, 42, 43, 46, 47,

Form Layout Combination Two. Figure two shows color run on one side of the outside (pages 1 to 8 and 57 to 64) and the center 16's (pages 25 to 40), which would fold as one 32 to deliver as two 16-page sections. The 32-page black form (pages 9 to 24 and 41 to 56) would bind between the 16's. This would increase the bindery operation to three signatures instead of two. It would give color on pages 1, 4, 5, 8, 25, 28, 29, 32, 33, 36, 37, 40, 57, 60, 61, 64, or, if you prefer, color could be had on the other side of the sheet on pages 2, 3, 6, 7, 26, 27, 30, 31, 34, 35, 38, 39, 58, 59, 62, 63,

Form Layout Combination Three. Figure three shows the second 16 (pages 9 to 16 and 49 to 56) and the middle 16 (pages 25 to 40) run in black to fold as a 32 and deliver as two 16page sections. The first 16 (pages 1 to 8 and 57 to 64) and the third 16 (pages 17 to 24 and 41 to 48) have color on one side of the sheet to fold as a 32 and deliver as two 16-page sections, There would be four signatures to bind. This would give color on pages 1, 4, 5, 8, 17, 20, 21, 24, 41, 44, 45, 48, 57, 60, 61, 64, or, if the other side of sheet were used, color could be had on pages 2, 3, 6, 7, 18, 19, 22, 23, 42, 43, 46, 47, 58, 59, 62, and 63.

THEN, TOO, it is possible to run different colors by using split fountains. All four pages running in a row must be in the same color, and at least one inch space between rows must be provided to cut the rollers and to divide the fountain.

These same general principles hold true on rotary presses, although some changes in imposition are called for with rotaries.

### How Much Can 100 IPH Earn?

One hundred more impressions an hour on your presses can make a tremendous difference in profits. If your shop has 10 presses and the speed of each were increased 100 impressions per hour, you would be producing 7,000 additional impressions a day. If impression cost is \$5 per 1,000, you would be earning \$9,090 extra per year. It's a good idea to study the press speeds in your plant.

# POINTERS for PRINTERS

The Inland and American PRINTER and LITHOGRAPHER pays \$5 for each item published in this department

# **Perforating Methods**

Unless round-hole perforating is specified, you can arrange a type form for nearly any perforating job. If the perforations are set closely together, you can simply skip every other perforator rule on the first run through the press. Handle the job work-and-turn and complete the perforating with the same rules on the second run. This permits the pressman to use strings or extended grippers. The stock must, of course, be cut two-up.

You can handle a closely cross-perforated job with a combination of work-and-turn and work-and-swing. Paper stock must be cut four-up for this method.—ALVIN E. MOWREY, Franklin, Pa.

### **Cutter Helps Fold Packings**

Your paper cutter can help you get a perfect fold on the leading edge of packings for a small cylinder press. When you change the packing, move the cutter back stop forward for the size lip you want. Place the packing, lead edge first, in the cutter and run down the paper clamp. Then lift up the tail of the packing and make a crease by running your thumb against the packing at the base of the clamp. When you release the clamp, you have an even, perfectly folded leading edge, even when you may be forced to fold against the grain.-JERRY Howe, Seaside (Calif.) News-Sentinel.

### Off-Size Stock Catalog

Keep a card index file of off-size cuts of paper; list the type of stock and its quantity and size. Use a different color card for each type of paper to help find the information quickly. Number the cards to correspond with numbers on the packages of stock, which should be carefully wrapped, clearly labeled, and which should have a sample affixed to the front of the package.

# Save Time When Numbering

To save time in entering the long numbers that often appear on waybills, many firms record only the last three digits, which are generally separated from the higher digits with a dash. To print waybills this way requires a dash numbering machine wheel which must be put in and taken out of the machine each time such a job comes in. A simple substitute is to turn down wheel four. As a result, the number instead of reading 1-505, for example, would read 1505.—John W. Nestler, Mercury Printing Co., Tampa, Fla.

### Tight-Space Type Trick

When you are setting type and need to squeeze another character into a tight line that has a pair of parentheses, try this. Take out the regular parentheses and use matrices that have italic parentheses in the auxiliary position. Then run pi. The italic parentheses are thinner than the regular ones because the italic does not have an A and Q in the auxiliary position. You can gain enough space in a tight line to get in one more character.—Donald Lane, Scott Printing Co., Jersey City, N.J.

### How to Hang Onto Your Pencil

If you have trouble keeping a colored proofmarking pencil (without clips) in your pocket, try this: Wind a rubber band around the middle of the pencil. The rubber band will keep it in your pocket when you bend over.—Fred Sherwyn, printing instructor, Los Angeles High School.

### Up End Varnish Can After Use

After using part of a can of overprint varnish, replace the lid securely and turn the can upside down. This will prevent the varnish from forming a skin or crust on the top.—Fred M. Olson, Austin 5, Tex.

# LET'S SWAP IDEAS

The Inland and American PRINT-ER and LITHOGRAPHER pays \$5 for each item published in this department. Address your letter to Pointers for Printers Editor, The Inland and American PRINTER and LITHOGRAPHER, 79 West Monroe St., Chicago 3. Payment will be made on publication.

# WHAT'S NEW?

# IN EQUIPMENT AND SUPPLIES



Three-times enlargement, seven-times reduction is claimed for Robertson process camera

# Model 481 Camera From Robertson P-M

Robertson Photo-mechanix, Inc., has introduced its Model 481, 28-inch process camera. It features an enlargement range of three times and a seven-time reduction capacity with a 19-inch lens. Contact screens up to 28x28 inches can be placed in the vacuum film holder.

A rotary selector valve, with a dial calibrated to match popular film sizes, will permit the operator to make bump shots by releasing the contact screen yet holding the film securely by vacuum. The vacuum door can be swung open vertically or horizontally for loading. The model can also accommodate glass screens up to 26x 32 inches rectangular and up to 31½ inches circular.

For information: Robertson Photo-mechanix, Inc., 7440 Lawrence, Chicago 31.

# Improve Ubro Back Stripper

The Atlantic Numbering Machine Co., Inc., has announced several improvements to its Ubro back stripper unit. They include a new model which will take tapes up to three inches wide; addition of a special bracket, enabling use of all Ubro models with pressure-sensitive tapes as well as gummed tapes and gummed hollands; and an attachment called an end sheet stripper, designed for applying strips of tape to end sheets and cover stock in register, the firm announced.

For information: Atlantic Numbering Machine Co., Inc. of 47-02 18th Ave., Brooklyn 4.

### New Firm Offers Three Paper Drills

Three hollow drills for paper drilling have been released by the recently-opened firm of David W. Schulkind Co., Inc., which will handle supplies and equipment for the bookbinding industry. Type A drill is intended for use on Challenge, Climax, and Superspeed machines; type B is for Seybold, Wright, Lawson, and Rosback units, and type C is designated for the Nygren-Dahly machine. They are available in %- to %-inch diameters.

For information: David W. Schulkind Co., Inc., 225 W. 34th St., New York City.

### Rotomak Anti-Setoff Powder Sprayer From Yahnke Co.

The Rotomak, an anti-setoff dry powder sprayer, has been introduced by the J. G. Yahnke Co. The device dispenses powder by means of two rollers, one of which is a high speed precipitating roller that propels powder toward the paper by centrifugal force.

Using no air or high voltage to disperse powder, Rotomak gives even distribution for all grades of powder across the width of a sheet or web, the manufacturer said.

For information: The J. G. Yahnke Co., 543 North Ave., Libertyville, Ill.



Two rollers are utilized to disperse powder in the Rotomak, anti-setoff powder sprayer

### Tangerine-Colored Vellum Bristol

A tangerine color has been added to the line of Radar Vellum Bristol manufactured by the Moraine mill of the American Envelope Co., a subsidiary of the Kimberly-Clark Corp.

For information: American Envelope Co., West Carrollton, Ohio.

# Method to Restore Offset Blankets

A method of rejuvenating offset and lithographic press blankets has been developed by Chemo-Vive Processes, Inc. Accomplished by a combination of chemical and mechanical processes, the method will revitalize blanket rubber and compress it into a tight grain; free the surface of ink glaze, gum, and dirt deposits; close tiny pin-holes, and smooth embossed and debossed areas on the blanket surface, the manufacturer claimed.

In addition, the backing will then be smoothed and shrunken into place and a stiffening agent laminated or fused to the cloth to provide greater damage resistance. Allowable tolerances for over-all blanket thickness after rehabilitation are within % of 1/1000ths of an inch, plus or minus, by the Lithographic Technical Foundation gauge.

Used blankets can be shipped by the printer to the processing plant where they will be rehabilitated and then reshipped. Acceptable sizes range from 10x15 inches to 54 inches in width.

For information: Chemo-Vive Processes, Inc., 609-11 Fourth Ave., Juniata, Altoona, Pa



Three photoelectric eyes are the main feature of web-break detector. The unit stops press when break or peel is spotted

### Electronic Web-Break Detector

A multiple-function, electronic webbreak detector has been introduced by Machine-O-Matic, Inc. The unit will simultaneously scan the web at one, two, or three points, signal when a break or peel occurs, and automatically cut off power to the press.

The detector has no mechanical devices that touch or mark the moving web. Three photoelectric scanning eyes are horizontally or vertically spaced along the web at strategic trouble spots.

For information: Machine-O-Matic, Inc., 717 Chicago Ave., Evanston, Ill.

# Companion Boards For Step-and-Repeat

Step-and-repeat work with the Randen C. Auto Step peg system has been made easier with introduction of Companion boards, according to Randen C. Auto Step Co. Made of durable white styrene plastic, the boards are sized from Model 270, with a working area of 20%x24% inches, to Model 350, with a 40%x50%-inch working area.

The equipment simplifies production of multiple-burn plates, since no complicated measuring and no punching or tabbing of negatives is required, Randen said. The negative is masked into Companion carrier sheets in position for first row of burns, then lifted and pegged onto the master board, continuing horizontally for as many burns as required. With identical calibrations, register is automatically accurate even when making complex plates, the manufacturer claimed.

Companion board kits include clear plastic carrier sheets, opaque orange plastic vertical carriers, and nylon pegs.

For information: The Randen C. Auto Step Co., 816 Bank St., Kansas City 5, Mo.

Measuring step-and-repeat work has been simplified by Randen Companion boards



# **B-G Ink Fountain Agitator**

An ink fountain agitator for use on small, sheet-fed offset duplicating machines has been introduced by Baldwin-Gegenheimer Corp. The unit, designated Style S, was developed to help printers meet exacting quality requirements of magnetic ink encoding, much of which is done on offset machines. The agitator will maintain proper dispersion of the ink's ferrous particles without which encoding standards can not be met.

For information: Baldwin-Gegenheimer Corp., 80 Roebling St., Brooklyn 11.



This ink fountain agitator will maintain proper dispersion of magnetic ink particles



Mobile stock rack introduced by Leebaw

# Leebaw Mfg. Co. Introduces Five-Shelf Stock Rack

Over 1,600 pounds of paper and other materials can be moved on the new mobile stock rack introduced by the Leebaw Manufacturing Co. The racks, of heavygauge steel construction, are shipped ready for use. Five shelves—each 17 inches wide and 38 inches long—are sloped front to back at a 18-inch slope to prevent slippage of paper off the shelves, which are 12 inches apart. The over-all dimensions of the rack are 24 inches wide, 43% inches long, and 71 inches high (which includes casters).

For information: Leebaw Manufacturing Co., 65 Wayne Ave., Youngstown, Ohio.

# Photoplax Camera-Processor Is Introduced by A. B. Dick Co.

The Photoplax camera-processor Model 175 makes aluminum offset plates in two minutes, according to the A. B. Dick Co. A standard 350-foot roll of negative paper, which can be loaded under ordinary lighting conditions, is stored inside the camera-processor. It can be used to make approximately 225 plates of 10%x18%-inch size.

Negative paper remains inside the unit during the entire exposure and developing cycle, eliminating the danger of exposure to light. The self-contained vertical process camera incorporates an 8%-inch F6.8 Goerz lens, timer, enlarging and reducing scales, and horizontal copyboard. It will enlarge to double size or reduce to half size.

For information: The A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48.

### Colla-Fast Carbon Papers

Colla-Fast one-time carbon paper will enable forms manufacturers to increase production up to 25%, according to the Carbon Web Corp. The plastic-back sheet will collate at higher speeds, jog faster, eliminate sticking, and prevent curling, the manufacturer claimed.

For information: Carbon Web Corp., P.O. Box 1591, Cincinnati.

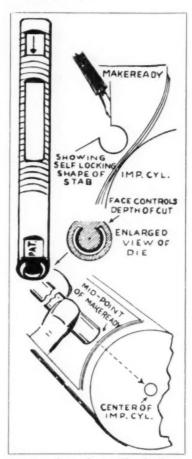
# High-Speed Kodalith Emulsion by Kodak

High-speed Kodalith Royal Ortho emulsion, designed for production of halftones from color separations, is presently available to the graphic arts field on plates, according to the Eastman Kodak Co.

The new plate will replace the Kodaline contract process ortho plate and provide improved physical hardness. Processed in Kodalith super developer, the plate will offer dot quality suitable for gravure harddot processes and photolithography.

The high speed of the new plate emulsion makes it suitable for gravure work and permits shorter mask sandwich ex-

For information: The Eastman Kodak Co., Rochester 4, N.Y.



Austin overlay marking tool has depth control to prevent damage to press cylinder

### Austin Overlay Marking Tool

The Austin overlay marking tool, designed to prevent cylinder damage when stabbing an overlay sheet, has been introduced by Graphic Products. The die is machined onto a depth control face which allows proper penetration. It is shaped to produce a tab for interlocking the overlay and hanger sheets.

For information: Graphic Products, 63 W. Main St., Newark, Ohio.

# More than a kitchen, RECIPE FOR KITCHEN SALES



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USE STERLING OFFSET ENAMEL!

The key ingredient in kitchen merchandising is the keen and lively imagination of the American woman. To this imagination add the latest in kitchen design and stir.

In this attractive example of quality printing on West Virginia's Sterling Offset Enamel, the stirring is done by the makers of Mutschler Kitchens through the medium of a full-color brochure on kitchen planning. In creating the brochure, The Nielsen Lithographing Co. used Sterling Offset to excellent effect. Brilliant color reproductions are possible, and its stability permits close register at high press speeds.

Sterling Offset Enamel, as well as all the other members of West-vaco's complete family of fine papers, give you unusual quality and economy whatever your printing needs. Look to West Virginia for leader-ship in paper value, made possible by the most advanced marketing program and policy in the industry.

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lan" kitchen, you conveniently near want to include a lor small children toverlook enteron... 'teen coke pers and the like.

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In Baltimore, Cleveland, Los Angeles, Milwaukee, Minneapolis, St. Louis and St. Paul, ask operator for Enterprise Service.

The entire kitchen planning brochure for Mutschler Kitchens was printed on Sterling Offset Enamel, 80# basis weight. The Nielsen Lithographing Co. printed the brochure, using a 4-color 42 x 58 press.

THIS INSERT IS LITHOGRAPHED ON STERLING OFFSET ENAMEL, 25 X 38 − 100 #



Even a small kitchen can be activity-planned for family and friends.









Designed for use with the Rosback autostitcher, this automatic feeder will feed a single signature or a complete booklet of preinserted signatures onto auto-stitcher



The six-station signature inserter will stop automatically if a signature is omitted

# Auto-Stitcher, Inserter From F. P. Rosback Co.

An automatic feeder for the Rosback auto-stitcher and a six-station signature inserter have been developed by the F. P. Rosback Co. The feeder is available in single- and two-station units; the former will feed a single signature or a complete booklet of preinserted signatures to the saddle of the auto-stitcher.

The two-station unit, which has two feeding pockets, will insert a signature in a cover and automatically feed in to the auto-stitcher saddle, or it will insert several preinserted signatures in a cover and feed the completed booklet to the auto-stitcher saddle.

The mechanical automatic feeder requires a K-inch lip or offset fold to open the signature. It will feed signatures from 5x5 inches to 10x14 inches and the feeding stations are loaded from the top.

The six-station signature inserter will open a signature to the center of a booklet, and a carrier bar places an inside signature in the center of the next signature and repeats the operation for six stations. If a signature is missed and a booklet is not completed, the unit will come to a stop automatically.

Signatures from 3x5 inches up to 10x14 inches can be handled by the inserter. A five-station unit that will insert signatures up to 12x18 inches is also available from the firm.

For information: The F. P. Rosback Co., Benton Harbor, Mich.

### Polychrome Steel Layout Ruler

Polychrome Corp. has introduced a stainless steel 0 centering layout ruler for preparation of offset flats and other items requiring accurate registration. The ruler features two measuring scales: the regular 1- through 24-inch scale in  $\frac{1}{12}$ -inch gradu-

ations, and the 0 center scale graduated in 1 through 12 inches both right and left of the ruler's center.

For information: The Polychrome Corp., Yonkers 2, N.Y.

# Estar Base Films

Five continuous-tone films, all on Estar base, and four improved plates, which are conterparts of the films, have been introduced for the graphic arts field by the Eastman Kodak Co. The Separation Negative film, Type 1, has been developed for making separations from color transparencies. Production time is saved by the film's fast drying properties, the firm claimed.

Type 2 separation film is suited to work with reflection copy and for use in the camera-back masking technique. Of a higher contrast than Type 1, the film is suited to positive masking processes.

Kodak commercial film has an emulsion surface designed to make the retouching easier, and has fast drying properties which enable it to be put in the retoucher's hands more quickly.

The 33 positive film is suitable for making positive masks, and premasks for twostage masking when a seven-mil support is desired.

The blue sensitive masking film bears the same emulsion as Kodak 33, but on a thinner four-mil support. It is designed specifically for sandwich masking procsesses in gravure work, such as color correction, boosters, and drop-out masks.

The film's corresponding plates are designated as separation negative, Type 1; magenta mask; separation negative, Type 2, and 33 positive.

For information: The Eastman Kodak Co., Rochester 4, N.Y.

### Rol-a-Chart, Jr., Control Board

Rol-a-chart, Jr., a visual control board useful in smaller printing and lithographic firms, has been introduced by Conley, Baltzer & Steward. The compact model is a smaller version of the Rol-a-chart boards discussed on page 82 of the January 1960 issue of Printer and Lithographer. The model consists of a stationary index and a transparent, plastic sleeve which moves across a fixed grid. Entries can be made with a marking pencil and removed with a wiping cloth. The Rol-a-Chart, Jr. version is 1½ inches wide, 14 inches high, and 1½ inches deep.

For information: Conley, Baltzer & Steward, 494 Jefferson St., San Francisco 9.

# Lacey-Luci Metal Process Camera

The Speed-Master camera, a horizontalbed unit constructed entirely of metal, has been introduced by Lacey-Luci Products, Inc. The Speed-Master measures 20 inches in width and 50 inches in length. It has adjustable lights controlled by an automatic reset timer and attached to a 20x20inch copyboard; an 8%-inch Wollensak process lens, and a possible enlargement and reduction ratio of more than two times, according to the company.

The camera is especially suited to line or halftone work for Veloxes, photocopies, etc., the firm reported. It is also adaptable for the Ektalith, Gevaercopy, Xerox and Copease processes.

For information: Lacey-Luci Products, Inc., 31 Central Ave., Newark 2, N.J.



Speed-Master metal camera by Lacey-Luci

### General Research Has Combined Cylinder Press-Dryer Units

General Research, Inc., has developed two models of a combination high-speed process cylinder press and a conveyor drying unit for use in the complete screen printing cycle. The Convectaire model features an enclosed chamber convection drying wicket in which the sheets are first subjected to moving air, with or without heat, and then taken through a rehumidifying cycle, followed by a normalizing cycle that cools the sheets.

The Jet model includes the Thermo-Jet dryer which employs moving heated air to dry inks and dissipate solvent vapor. The cabinets are insulated to reduce heat loss, and the units also feature Nylon glide-supported belt conveyors.

For information: General Research, Inc., 572 S. Division Ave., Grand Rapids, Mich.

Convectaire model combination cylinder press-drying unit employs heated air to dry inks following screen printing. The new model features an enclosed-chamber drying wicket





The Horizontal 18-inch camera for exposing, in or out of a darkroom, line and halftone negatives, Gevacopy rapid negatives, Ektalith transfer paper up to 14x18 inches

# Add 18-Inch Camera To M. P. Goodkin Line

A horizontal 18-inch camera has been added to the M. P. Goodkin line of graphic and commercial arts equipment.

The new camera will expose, in or out of a darkroom, line and halftone negatives, Gevacopy rapid negatives and Ektalith transfer paper in sizes up to 14x18 inches, through an enlargement-reduction range of from 3X to 5X. Controls for adjustment of lens and film platens are located on the same side of the unit.

A rack and pinion track system assures accuracy for calibrations. For smoothness of travel, ball-bearing guide wheels support and carry the lensboard and film platen over the track stystem. A pair of 300w, 2,000-hour reflector flood lamps in 360° gimbel sockets are set inside each of two reflectors.

The camera's 18x24-inch, stationary copyboard has two adjustments: One for regulating pressure of the plate glass coveragainst the sponge rubber mat and the other for adjustment of parallel from left to right or from front to back. The stay-flat film holder and copyboard mat are ruled in %-inch increments in four directions from the center and are lined to each other to assure register.

For information: The M. P. Goodkin Co., 112 Arlington St., Newark 2, N.J.

# Bourges Color Corp. Adds Tonal Values to Black Solotone Sheets

Tonal values of 20%, 40%, and 60% have been added to the Bourges Color Corp.'s line of black Solotone sheets. The firm now offers a complete range of continuous tone sheets, 10% through 100% values of transparent black in both overlay and adhesive sheets. The sheets, which have a removable color coating, can be used for retunching photos by attaching an overlay of the desired value over a photo and removing the unwanted coating. They are available from the company in three sizes —10x12% inches, 12%x20 inches, and 20x35 inches.

For information: Bourges Color Corp., 80 Fifth Ave., New York 11.

# List Improvements To Thomas Collators

Thomas Collators, Inc., has announced improvements to both its semiautomatic and mechanically operated 8-, 10-, and 16-sheet floor-model collators. Changes include the addition of sheet separators, on each of the trays holding paper stacks, which will break top sheets from their respective stacks for single-sheet feeding, the firm claimed.

The feeding arm drive mechanism now travels on ball-bearing wheels on a dieformed track to smooth the delivery operation. The lifting-rod mechanism has been redesigned to keep feeder arms out of the operator's way during the loading operation.

A finger-tip stroke control permits the operator to adjust the length of feeding arm travel for various depths of paper. An infinite range of settings between a 5- and 17-inch paper depth are possible.

For information: Thomas Collators, Inc., 100 Church St., New York 7.

Improvements to the 8-, 10-, and 16-sheet floor-model collators offer speed, efficiency



# ATF Disposable Dampeners For Offset Duplicator Use

American Type Founders, Co., Inc., has begun distribution of disposable dampeners for offset duplicators. Consisting of a set of rollers, complete with cores and covers, the new line will eliminate fitting new covers on rollers. When covers need replacing, the operator discards the complete set and installs a new one.

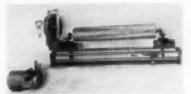
Other benefits of the new line include elimination of the roller seams, loose or twisted covers, low ends, and problems of color changes, ATF reported. For information: The American Type

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

### Governale Renaissance Script

Governale Renaissance Script, a variation of the Spencerian Script, has been introduced by Photo-Lettering, Inc. The type face, designed by Sandi Governale, lends itself to presentation of decorative graphic arts pieces.

For information: Photo-Lettering, Inc., 216 E. 45th St., New York City.



Intermediate web guiding of narrow widths of paper, tag stock, or other materials, is possible with Fife vacuum unit

# Web Guide by Fife

Fife Mfg. Co., Inc. has introduced a vacuum-operated, diaphragm-type power unit, designed for intermediate guiding of narrow webs of paper, tag stock, or lightweight board on web-fed and business forms presses. Included with the Model D-10A is the Kamberoller assembly, motor-vacuum pump, sensing head, tubing, and fittings.

The assembly can be installed in a free web span between the unwind and the first printing unit. It is limited to use on webs with a maximum width of 24 inches.

For information: The Fife Mfg., Co., Inc., P.O. Box 9815, Oklahoma City, Okla.

# Slug Stripper-Saw Unit Developed by Morrison Co.

A combination slug stripper-saw unit has been developed by the Morrison Co. Designed for smaller daily and weekly newspapers, the saw attachment is suitable for ad alley makeup, correction bank, or other composing room tasks. To change the unit from slug stripper to saw or back again takes a matter of seconds, the manufacturer reported. Both bench and floor models of the unit are available.

For information: The Morrison Co., 125 W. Melvina Ave., Milwaukee 12.

A combination slug stripper-saw has been offered for newspaper composing rooms





One outstanding cause of hairlines on linecasting machine matrices has been nearly eliminated by Save-a-Mat attachment

# Save-a-Mat Linecasting Attachment Introduced by Star

Star Parts, Inc., has introduced Save-a-Mat, an attachment to eliminate the greatest single cause of hairlines in linecasting machine matrices. According to Sol Cantor of the Composing Room, Inc., New York City, inventor of the attachment, about 80% of damage to matrix sidewalls is caused by the back toe of the incoming matrix, especially thinner ones that have no relief cut on the toe. The damage occurs when they strike the sidewall of the matrix already in the assembling elevator.

His unit, called a deflector, is a movable piece that hinges on the back plate, engages the back toe of the matrix as it falls into the elevator, and directs the matrix downward away from the preceding matrix. The Save-a-Mat attachment has been incorporated in new assembling elevators manufactured by Star Parts for all Linotype and Intertype machines.

For information: Star Parts, Inc., South Hackensack, N.J.

# Electro-Rex Introduces Stencil, Offset Plate Etching Unit

Electro-Rex Corp. of America has introduced an electronic stencil and offset plate etching machine, Electro-Rex Model 3S4. The unit accommodates offset plates up to 10 inches, has an illuminated indicator that is synchronized with a scale above the original copy, and can be adjusted to eliminate undesirable tones such as edges of pasteups, background tones of colored or graphed paper, etc.

To prevent accumulation of burned carbon particles inside the machine, a vacuum pump has been installed. It is combined with a filtering unit.

For information: The Electro-Rex Corp. of America, 387 Park Ave., New York 16.

The electronic stencil and etching machine



# Phototypesetting Materials by Kodak

The Eastman Kodak Co., has introduced three graphic arts products, film, paper, and developer, designed for phototypesetting operations. Kodak phototypesetting film, designated SO-286, is a high-contrast, ortho-sensitive material for Photon machines. It produces sharp, high-density images on a clear background. Making corrections has been simplified through the film's 5-mil acetate base which facilitates the separation of images by scoring and bending.

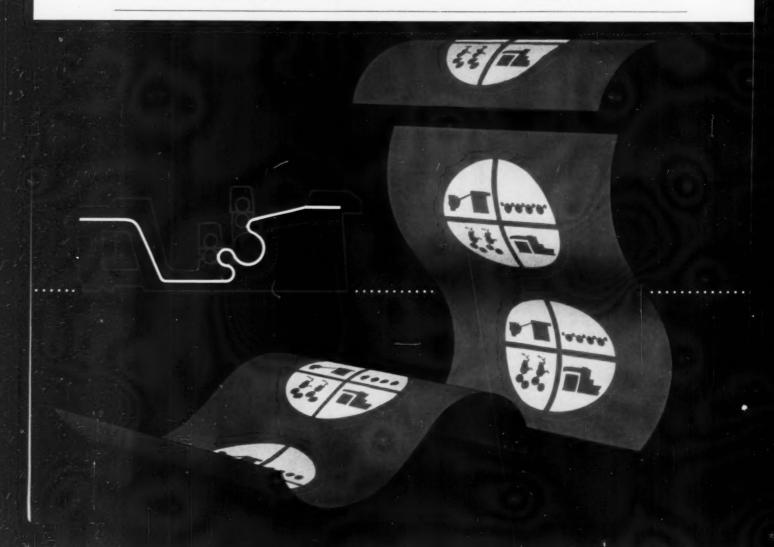
The film can be handled under a series 1 safelight filter during development when recommended practices are followed. It is available in eight roll sizes: 155mm x 50 feet, 180mm x 50 feet, 205mm x 100 feet, 254mm x 50 feet, 4 inches x 50 feet, 6 inches x 50 feet, and 8 inches x 50 feet.

Phototypesetting paper yields copy for reproduction with clear black characters on white paper. The phototypesetting paper may, like the film, be handled under the series 1 safelight filter.

The paper is available in four roll sizes: 6 inches x 100 feet, 8 inches x 100 feet, 10 inches x 100 feet, and 10 inches x 350 feet.

Kodak's phototypesetting developer has been developed specifically for the new products. It produces high-contrast images over the span of a reasonable working life, the manufacturer claimed.

For information: The Eastman Kodak Co., Rochester 4, N.Y.





Paper stock can be cut down to 1/32-inch with the 14- and 18-inch Triumph manual cutters introduced by Michael Lith Sales

### Michael Lith Sales Introduces Triumph Paper Cutter Line

Michael Lith Sales Corp., has introduced its 1961 models of the Triumph manual paper cutters. Available in two sizes, 14- and 18-inch, the all-metal Triumph line is designed particularly for office use and will cut all types and strengths of paper, the company reported.

A front wheel calibrator controls cuts down to ½ of a inch, and the 18-inch Triumph model will cut a pile up to 3% inches high, the manufacturer reported.

For information: Michael Lith Sales Corp., 145 W. 45th St., New York 36.

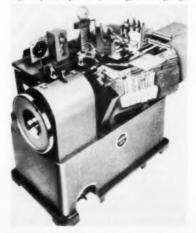
# Whirlwind 185 Stringer

Graeber Stringing and Wiring Machine Co., has introduced a special model of its Whirlwind 185 stringer and knotter. The model is designed principally to string and knot tags as small as \( \frac{1}{4} \times \tilde{\text{inches}}\), inches, such as the type used on jewelry and clothing.

The Special automatically punches holes, eyelets, and strings and knots at speeds up to 185 units per minute and is equipped with a counter and signal bell, the company reported.

For information: The Graeber Stringing and Wiring Machine Co., Hawthorne, N.J.

Special model stringer and knotter is designed for very small jewelry, clothing tags





FT-40 platemaker has vacuum frame that rotates plate to face the carbon arc lamp

# NuArc Platemaker Has Carbon Arc Lamp Rotating Frame

The FT-40 Flip-Top platemaker has been introduced by the nuArc Co., Inc. Useful for plates up to 30x40 inches in size, the model incorporates a vacuum frame on top and a carbon arc lamp in the base. In operation, the plate is loaded in the conventional manner, then the frame is rotated to face the arc lamp.

Once the automatic timer is set, the arc will strike itself and continue to burn until the set time interval has elapsed.

For information: The nuArc Co., Inc., 4110 W. Grand Ave., Chicago 51.

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... Keeping stock under precise control on its journey through the press calls for control of all factors that affect paper travel. With a Harris 25 x 38" two-color — even at speeds up to 7500 iph — each sheet is kept under constant, positive control from the moment it's contacted by the pickup suckers at the feeder until it's safely deposited in the delivery. The sheet travels through four key zones: feeding/registering, transfer, lithographing, and delivery. Built into the Harris 25 x 38" are advanced design features that insure control in

all these key zones. We call this Harris Control Zone Design. Ask your Harris man for the complete Control Zone story on the Model 238 and what it can mean to you in terms of controlling costs, quality and higher production.

INTERTYPE



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# SALESMEN'S CLINIC

By John M. Trytten

# How and When to Use First Names

It's a good thing for today's salesmen that every man has a first name. Were it not so, many salesmen would have difficulty in addressing many of their customers and prospects.

We usually associate the sales era of the 1920's with the rip-roaring "peddler"—the joke-telling, back-slapping, cigar hander-outer.

Today his somewhat boisterous and often excessive familiarity has given way to a milder, but more prevalent ailment we might term the "first-name syndrome."

Its symptoms are pretty obvious. They consist of the apparent desire of every salesman to call every customer and buyer by his first name within not more than five minutes of their first meeting.

The American male, on the average, likes to be called by his first name. There are a few, however, that don't. And all men like some control over the amount of time or degree of acquaintance that should precede a first-name relationship.

The buyer is part of this group. Furthermore, except in a seller's market, he has a means of reciprocating what he considers undue coziness with his first name.

Let's make it clear that this is not just a personal peeve, nor am I picking at gnats. I actually prefer to have my first name correctly pronounced rather than to have my last name horribly mangled.

As for picking at gnats, we go back to the idea that any mannerism that tends to irritate a buyer is just one more obstacle, and a wholly needless one, to making a sale. Compare the task of moving your sales story smoothly through to the signed order with the engineer's efforts to reduce the airplane's drag as it moves through the air, and you'll get the point.

There are a number of reasons at the root of this highly overplayed first-name business.

Salesmen, it is said, are an outgoing and friendly group—"first-naming" is a natural part of this personality type. True, but only up to a point.

More significant is the human desire to be accepted by one's fellows as an equal and a person of worth. We feel at least equal to those we call by their first names, and so our sense of security is shored up.

Applied to selling, we find the salesman looking to the first-name stage as the first milestone of progress on his route to closing the order.

This is especially true in selling printing. You don't expect to walk out with an order at the end of your first call as do salesmen in some other lines. You have before you a long process of cultivating in your prospect a sense of friendliness toward you. You hope to eventually reach the stage where he will let down his hair, take you into his confidence, and talk over frankly with you his business objectives and problems. If you are the right kind of printing salesman, this is the stage where

you can really begin to be useful to him and legitimately profit thereby.

Signs of progress toward this goal are important to you. Getting on a first-name basis can often be such a sign. But not if it has been hot-housed in your own little greenhouse. It is a relationship you should permit your buyer to establish, and he will do it in his own good time.

The value of this indication of closer personal relationship has seriously declined in the last 20 years. It has now reached the point where one questions whether any progress whatsoever is indicated by the first-name relationship.

A salesman who has forced this firstname footing on a customer is in an excellent position to fall into a trap. This small amount of over-familiarity can lead to more, and it's a short distance to appearing presumptuous or downright offensive.

Doing the job right is the mark of the superior salesman. It is best exemplified to me by one of my close friends. He is not a first-namer, yet nearly always ends up that way on his first call. He does it by demonstrating in his talk and bearing these qualities:

First, he exudes a friendly nature that invites a similar response.

Second, he exhibits a confidence in his ability and a knowledge of his work.

Third, he makes no overt play for the customer to like him, but confines himself instead to the work at hand.

"First-naming" is just one highly overrated aspect of a type of selling that has been built largely on a synthetic basis. It may lead the salesman astray by urging him to worry unduly about making friends at the expense of influencing people. The latter depends on innate sincerity, friendliness, and the desire to get the customer's work done as he wants it done.

Exclusive Creations, Ltd. of Philadelphia has introduced a series of customer relations cards designed exclusively for the salesman's use. Combining humor and a note of appreciation, the cards fit a variety of selling situations. The one below informs a customer or prospect that the salesman called while he was out. A special slot underneath the message will hold salesman's business card. Series was designed, illustrated by Stan Fine





Does the letterhead design call for a cacophony of vibrant color or the quiet dignity of blind embossing? No matter! Because a Kimberly-Clark cotton fiber paper can provide the desired background beauty. Luxurious finish and the crisp, efficient feeling

of importance to impress your customers; dimensional stability to assure accurate feeding and perfect register on your presses. A distinctive new pencil-stripe wrap with clean, easy-to-read labels adds outstanding look to outstanding performance and quality. In sparkling white and pleasing pastels.



# BOOKS FOR THE PRINTER

The Inland and American Printer and Lithographer maintains a Book Department. A Book List may be obtained by writing the magazine, 79 W. Mannee St., Chicage 3. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 335 for handling charge

# Report on Wrap-Around

(J. W. Rockefeller, Jr. & Associates, 640 Morris Turnpike, Short Hills, N. J. 81 50

Two approaches to the wrap-around plate problem are described in this report. One, said to be preventive, seeks to eliminate the tendency of plates torward nonconformance to plate cylinders. Shallow-etch experimental plates were sent for testing to all wrap-around press manufacturers and to some users. The other approach, called curative, is aimed at counteracting the nonconformance tendency, and involves laboratory testing of specimens made from standard and other plate materials. Results of both methods are reviewed in the report.

The most promising plate developed experimentally so far has an upper sheet of magnesium, zinc, copper, or plastic carrying the etched design. Laminated under this sheet is a rubber or plastic layer, and then alternating layers of steel or iron and rubber or plastic.

### Art Director's Annual

EDITED BY HOWARD C. JENSEN AND DE-SIGNED BY GEORGE ELLIOTT (Farrar, Straus & Cudahy, Inc., 105 Fifth Ave., New York City. \$15.)

The Art Directors Club of New York City has marked its 40th anniversary by presenting its medal for special merit to 92-year-old Earnest Elmo Calking the 39th Annual of Advertising and Editorial Art and Design.

Mr. Calkins wrote the foreword for this latest entry in the club's series of books providing a pictorial record of the development of advertising and art techniques. He was selected for this service because the book was designed to point up the art director's function in relation to advertising and publishing. In his foreword Mr. Calkins notes that business has become the patron of the arts, and the man who has brought his about is the art director, the connecting link between artist and client.

The club's new book, running to more than 400 pages with nearly 500 illustrations, printed by offset and letterpress, is a permanent record of 474 of the 14,000 entries submitted for the club's 39th exhibition held last April. George Elliott, who designed the book, is senior art director for McCann-Erickson, Inc. The editor, Howard C. Jensen, is executive art director of the Popular Science Publishing Co.

### Western Type Book

(Hamish Hamilton Ltd., 90 Great Russell St., London, WC1, England. \$5.04.)

This is a highly unusual and valuable type specimen book, including 180 full-page showings of 26 faces in various sizes and with differing leading. The book has been published to show the Intertype, Linotype, and Monotype resources available for bookwork at Western Printing Services, Ltd., Bristol, England.

Each page is set with the same text, which is surrounded by a blue border that shows how the text would appear on an 5%x7%-inch page. Two masks are included that can be placed over any page to show how the type would appear on a page 4%x7% inches, and on one 5%x7% inches. Important additional information such as the series number, type area in picas, average number of words per page and per line, average character width of the face, and average number of lower case characters per line is included with each showing.

### Your Paper Estimate Answer Book

(The Modern Franklin Co., 725 S. Wells St., Chicago 7. \$7.50.)

This is the fourth edition of a book designed to provide estimators with a means of checking their paper estimates. Basically, it is a series of tables in which an estimator can calculate the cost of any amount of paper in various prices and base weights. The tables, however, are based on square inches, not on reams, thereby giving the esti-

mator a way to double check his original figures instead of simply going over the same figures and possibly repeating errors.

Instructions on making computations with the tables are included in the opening pages of the book. Estimates of book, bond, ledger, and newsprint stock can be checked.

## The Graphic Arts Handbook And Products Manual

By George A. Stevenson (Printer and Lithographer Book Dept. \$8.85.)

This is actually a 364-page encyclopedia of the graphic arts. It lists alphabetically and explains terms, processes, and products used in the graphic arts. It is illustrated throughout with drawings, diagrams, and photographs of actual products currently in use in the printing and allied industries. Clearly written and presented, it is a valuable graphic arts reference work.

### **Government Publication List**

A list of 33 Government publications issued for use by small business owners and operators, and offered at prices ranging from 5¢ to \$2.25, is available from the Division of Public Documents, Government Printing Office, Washington 25. The Small Business Management Series, with 13 entries, is useful to printers and lithographers.

### Borders, Ornaments, and Boxes

By Kenneth B. Butler and George C. Likeness (Printer and Lithographer Book Dept. \$4.35.)

The authors of A Practical Handbook on Borders, Ornamentation, and Boxes in Publication Layout, have produced another, the eighth, in their fine layout series. They show with sample



Effective use of common "hand" device is shown in new Butler-Likeness manual

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layouts on every page how typographic devices, standard equipment in 19th and early 20th century printing, can be effectively used on the pages of contemporary publications.

In 104 pages, the handbook shows hundreds of attractive, forceful ways to use dots, dashes, bars, screens, and many of the standard typographic dingbats in publication layouts.

# Directory of Printing Buyers In New York

(Park South Publishing Co., 444 Park Ave. S., New York 16. \$20 to printers in the New York City area; \$35 to printers elsewhere.)

On the 160 pages in this directory are listed 1,700 names, company affiliations, addresses, and telephone numbers of the largest buyers of printing in the New York City area. The buyers represent manufacturers, retailers, wholesalers, and service companies.

# Chases' Calendar Of Annual Events

By Harrison V. Chase and William D. Chase (Apple Tree Press, 2322 Mallery St., Flint 4, Mich. \$1.)

Chases' calendar is a 48-page book listing 852 special events, such as National Coffee Later Month, Boy Scout Week, and Pan American Day. It also lists important holidays and the dates of major national conventions, such as those of the American Institute of Mining and Metallurgical Engineers, and the American Society of Newspaper Editors.

As well as a listing of special events, an actual calendar is included. Called the trade promotion planning calendar, it lists periodically the number of days before various holidays. For example, on Jan. 8 there is the notation, "12 weeks until Easter." The calendar, which includes an index, is worth the price just to see all the strange occasions there are to observe, but above all it is a fine aid in planning special tie-in promotions.

### Lettera

By Armin Haab and Alex Stocker (Visual Communication Books, Hastings House, Publishers, 151 E. 50th St., New York 22. \$8.50.)

Samples of over 200 letter styles are shown in this book. They include romans, scripts, san serifs, blackletters, ornamental letters, plus a number of unique styles not available in type fonts. Many samples are shown in complete alphabets, others in single words or short sentences or phrases. An index shows the name of each style, year of design, designer, and type foundry that carries it if it is available in type.

# Your Slugcasting MACHINE PROBLEMS

By Leroy Brewington

Mr. Brewington will answer machine problem questions addressed to him in care of this magazine

# How to Even Slugs

Q.—An operator submits a printed magazine and slugs, and asks "What can be done about the irregular height of the ends of slugs when butted, and how can we get a sharp fade on slugs used to print on enamel stock?"

A.—You can correct the uneven height of the slugs by setting the back trimming knife correctly. If the knife in use is nicked or shows wear, it should be sharpened before being readjusted. The adjusting should be preceded by a thorough cleaning of the back of the mold. Use a sharp piece of brass rule to scrape off the adhering metal. See that the back mold wiper felt does not become glazed, because if it becomes smooth, it will not remove the metal from the mold.

Some operators apply a few drops of kerosene on the felt and then rub some microfine graphite on it. The kerosene holds the graphite until it gets a firm seating. The treatment lasts for months.

Before applying the knife, oil the underside so that it can be moved by the adjusting screws while it remains under the pressure of the holding screws. When the knife is applied, turn one of the molds toward the knife and bring the holding screws to a reasonable bearing, which must be retained thereafter during the adjustment. Have the cutting edge of the knife just a trifle away from the mold.

Cast a 13-em slug, using caps. Allow the slug to become cold and then measure each end with a type-high gauge. The slug should fit the gauge with a slight pressure. Adjust the knife upward a little at a time. When the slug finally measures type high on both ends, turn the disk by hand and see that it does not bind on the knife. If the disk turns freely part of the way and appears to bind on one or more molds, the fault lies in a warped mold or in the mold cap guides being bent.

Either of these conditions may be corrected by sending the mold to the nearest agency of the company which manufactured the machine. A request for a utility mold to use while yours is being repaired will prevent your machine from being out of use.

In casting slugs to print on enamel stock, use the full stress of your pump lever spring, and if this slows up your clutch when the plunger is rising, remove the clutch spring and stretch it about one-half inch. Clean the plunger and the jets and cross vents of the pot mouthpiece daily. Dip a rotary wire brush in oil and place it in the well. Whirl it a few times to remove oxide. The holes at each side of the well should also be kept open; probe them at least once a week with the hook end of the mouthpiece wiper.

# How to Graphite Spacebands On Teletypesetter Linotype

Q.—How often should the spacebands be graphited on a Teletypesetter-operated Linotype?

A.—Graphite spacebands at least every four hours if the machines are operated constantly at eight lines a minute. If spacebands are used on a Comet Linotype at a constant speed of 12 lines a minute, graphiting would be in order every three hours. High-speed machines should have two sets of spacebands so that there will be no down time on the machines. When one set of bands needs graphiting, a graphited set should be ready to fall into the spaceband box.

These recommendations are given on the assumption that both space-bands and mats are in excellent mechanical condition. If spacebands are used longer than four hours on a busy, 8- to 12-line-a-minute machine, the life of the mats and spacebands will be shortened.

# **Drill Sizes for Taps**

The following are the different die sizes, taps and drill bodies ordinarily used on both Linotype and Intertype machines:

4x48, tap 41, body 34 6x32, tap 33, body 27 6x48, tap 31, body 26 8x32, tap 29, body 18 10x24, tap 23, body 11 10x28, tap 19, body 9 8x24, tap 6, body 8 \$\frac{1}{2}\text{x}\$1, tap \$\frac{1}{2}\text{x}\$1, tap \$\frac{1}{2}\text{x}\$1, tap \$\frac{1}{2}\text{x}\$1, tap \$\frac{1}{2}\text{x}\$1, body \$\frac{1}{2}\text{x}\$16, tap \$\frac{1}{2}\text{x}\$1, body \$\frac{1}{2}\text{x}\$



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Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of menth preceding issue date

# GA Managers Plan St. Louis Meeting

The spring meeting of the Graphic Arts Association Executives is to be held June 2-3 at the Chase-Park Plaza Hotels, St. Louis.

William Gary, GAAE president and managing director of the Printing Industries of the Twin Cities (St. Paul-Minneapolis), has announced the appointment of Joseph Fitzpatrick, Jr., as program committee chairman. He is executive vice-president of the Graphic Arts Association of St. Louis. Serving on his committee are Robert H. Blundred, executive secretary of the Screen Process Printing Association International; Cecil M. Burden, the executive secretary of Dallas Graphic Arts Association; Boris J. Speroff, Western manager of the Lithographers and Printers National Association, and Burdette Yeo, executive secretary of Printing Industry Association of Kansas City.

William H. Webber, executive director of the Lithographic Technical Foundation, has been appointed membership committee chairman. Serving with him are Samuel M. Burt, executive secretary of the Education Council of the Graphic Arts Industry; Frank J. Schreiber, executive secretary of the American Photoengravers Association; Felix R. Tyroler, managing director of the New York section of the Mail Advertising Service Association, and Oscar Whitehouse, executive director of the Lithographers and Printers National Association.

# Named Advertising Manager Of Westvaco's Fine Papers

Harold R. von der Osten has been appointed advertising and sales promotion manager of the Fine Papers Division of West Virginia Pulp and Paper Co. He is responsible for all media and direct-mail advertising, sales promotion, and product publicity relating to commercial printing, publication, casebound book, and white converting paper lines.

Mr. von der Osten joined Westvaco in April, 1957, after serving as assistant advertising manager of E. B. Eddy Co.

# LTF Research Committee Will Meet March 15-16 in Chicago

The annual meeting of Lithographic Technical Foundation's research committee will be held March 15-16 at the Sheraton-Blackstone Hotel in Chicago. William H. Webber, executive director, forecasts record attendance.

The LTF education committee will meet on March 13 and the members and the directors on March 14. Both groups will review the past year's activity and formulate future plans. The directors will meet again during the afternoon of March 14.

Sessions the first day and the following morning of the research committee meeting will be open to all LTF members. Second afternoon attendance will be limited to the Research Committee members and their guests.

Research programs carried on last year are to be reviewed by the men who conducted or supervised them. Subjects for review include:

Print quality—Studies of the effect of such factors as mottle in halftones and solids, dot spread and slur, and measurement of edge gradients.

Quality control—The latest developments in the use of the LTF Star Target and Press Inkometer.

Process inks—Studies of performance, and the effect of different pigment concentrations and printing pressures on tone reproduction.

Paper-Gloss and absorptivity differences affecting the hue, grayness, and efficiency of process inks and the degree of color correction required. Work is being done to develop a way of measuring paper to predict these changes.

Plates—Development and commercial introduction of a new zinc wipe-on platemaking process. Work on electrically formed surface treatments for zinc.

Lacquers—Investigation of the relationships of different chemical groups and polymer types of resins that may be usable as nonblinding lacquers.

Tinting—Research linking this problem more closely to coated paper. New evidence suggests that certain components of coated paper can affect nonimage plate areas to produce marginal scumming.

Instruments and test methods—Evaluation of a new European electric hygrometer. Progress in development of a sword hygroscope using the dew point principle of figuring relative humidity.

Blankets—The optical compression vise described last year was used for evaluating a new blanket material. Use of this instrument and other experimental methods for evaluating blankets in general.

Plant troubles—A survey of types and trends of problems referred to the LTF laboratory.

### Mueller Expands in Chicago

Mueller Color Plate Co. has moved its Chicago facilities to larger quarters at 1056 W. Van Buren St. The new plant is managed by Jerry Oscroba.

James W. Shields (r.), of Judd and Detweiler, Inc., was honored by the Union Employers Section of the Printing Industry of Washington, D.C., Inc., for having served four terms as the section chairman. Presenting a silver cigarette case and lighter are Herbert G. Pillen (c.), former chairman, and the present section chairman, James R. King



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Characteristics	Harris Alum-O-Lith the Professional's Plate	The other pre-sensitized offset plates	Advantages of Harris Alum-O-Lith "Professional" Plates	
Size Range	То 77"	To 60"	A plate to fit every offset press	
Cougo	.005 to .020 (10% to 30% heavier, size for size)	005 to .012	Easier to handle. No stretch, tear or kink	
How Made	Flat sheet	Continuous web	Sheet permits wider flexibility of sizes and styles for user	
Surface	Lightly etched (Micro-Surfaced)	Perfectly smooth or brush grained	Advantages of both smooth and grained plates	
No. of guaranteed printing sides	Two	One	Double economy	



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# Gravure Technical Association Convention March 8

The Gravure Technical Association's 12th annual convention will start running its course on March 8 at the Drake Hotel in Chicago.

Len S. Pinover of Intaglio Service Corp., New York City, has announced that the three-day program will feature the results of a "gravure takes a look at itself" survey conducted by Bruce Watson of the Bruce Watson Co. His report, based mainly on interviews with member company executives, will cover trends, developments, and changes during the past 15 years, and will appraise the gravure industry's present status in relation to other processes.

The program also calls for publication, packaging and joint sessions, all for members only. President William W. Fitzhugh, Jr., who heads the New Haven Board & Carton Co., will wel-

come registrants.

Harry B. Smock of the Chicago Rotoprint Co. will chair a panel discussion on the photographic scanners. Erwin A. Miessler of Louis & Brorby, Inc., and chairman of the customer relations committee, will preside during another publication meeting. Subjects for discussion are GTA standards for etching, inks, paper, and density of positives; wage scale tests and gravure reproduction quality; and plant procedures for printing locally edited and group magazine supplements. Stabilized developing of negatives, positives,

# George P. Mallonee, PIW Secretary, Will Retire

George P. Mallonee, executive secretary of the Printing Industry of Washington, D.C., Inc., will retire Feb. 28.



George P. Mallonee

Mr. Mallonee joined the association staff on May 15, 1942, after 35 years in the industry, mainly in the field of trade composition. He started to work in 1907 as office boy for the late Henry Mencken, and shortly thereafter

went into the composing room of the Baltimore Sun. In 1914 he came to Washington to work as foreman-proofreader of Capitol Publishers.

From 1919 until 1933 he served as treasurer of the Washington Monotype Co. He was connected with Potomac Electrotype Co. from 1933 to 1936, when he went to New York as treasurer of the New York Monotype Composition Co., where he remained until he joined the association staff.

carbon tissue and Rotofilm, automatic etching methods, the improved Hurlitron process, and a report from the standards committee are due for review at the third publication session.





Wm. W. Fitzhugh President

Lerome B. Fisher Vice-President

Packaging members will hear a panel review of new press developments including automatic controls. J. Gibson McIlvain, Jr. of the Downingtown Paper Co. will serve as moderator. Mr.

# No Time for Panic. LPNA Head Warns

Oscar Whitehouse, executive director of the Lithographers and Printers National Association, previewed the 1961 business outlook when he spoke at the Jan. 9 meeting of Printing Industry of Washington, D.C. His appraisal, headlined "No Time for Panic," was summarized in the news bulletin which LPNA issues for the information and guidance of member companies.

A check of several business areas had shown that last year's fourth quarter was a relatively slow period with sales of some product lines down as much as 20%. Reports of these downward price trends gave rise to the feeling that some lithographic companies were utilizing price reduction as the answer to their

sales problems.

Mr. Whitehouse warns that "this type of action, indicating the first sign of price panic, if carried very far, would reduce the industry's total revenue. Production of nonprofitable material wears out cameras and presses without providing a return for their replacement. It also worsens the industry's already unsatisfactory financial position.

LPNA's executive director emphasizes that "this is no time for the industry and its members to show signs of panic. Even the most pessimistic forecasts indicate that the business downturn will last only through this year's third quarter. This is a time for foresightedness and courage. This kind of attitude will make 1961 far more profit-

Fitzhugh will moderate a packaging procedures session with printers and purchasing group members serving on a panel. Arthur F. Goat of the Champlain Co., Inc. will lead a discussion about cylinder life, screen rulings, doctor blades, chrome hardness, steel embossing and applicator rolls. Panelists will also discuss coating transfer methods, hot melt adhesives, an ink abrasive instrument, and web viewers. Other packaging panels will deal with subjects relating to paper, film, foil and boxboard.

Fulton MacArthur of S. W. Egan & Co. will moderate the first joint meeting. A report on paper problems is to be presented by W. Keith Gainer of the International Paper Co. An engraving "bull" session for both groups is also planned. Panelmen led by Alco Gravure Vice-President Hugh J. MacCauley are due to discuss dust control, Fairchild scanners, the Gevaert multimask color correction process, prepunching and pin register devices.

George H. Carl of Fawcett Publications, Inc. will moderate another joint session covering subjects including an insetting device for newspapers and its application to packaging problems, a new transistorized unit for color register, and cylinder correction methods.

The annual meeting is dated for March 8. Officers will be elected to serve through the 1961-62 year. Current officers serving with Mr. Fitzhugh are Jerome B. Fisher of Publication Corp., New York City, first vice-president: Edward Bederbecke of Bloomer Bros. Co., Newark, N.Y., second vicepresident; Jack Dillon III of J. S. Dillon Co., New York City, secretary, and George H. Carl, Woman's Day, New York City, treasurer.

# James W. Shields Heads Judd & Detweiler, Inc.

James W. Shields has been elected president of Judd and Detweiler, Inc., Washington's largest commercial printing plant, succeeding George E. Judd, who was elected chairman of the board of directors. Mr. Judd has served as president since 1928. Mr. Shields has been executive vice-president for the past six years.

The former Assistant Vice-Presidents Willard E. Brown and Henry J. Laupp were elected vice-presidents for sales and production, respectively. William B. Cochrane, former chief accountant, was named treasurer.

John H. Davis, Sr., has resigned as chairman of the board, but will continue to serve as a director. John H. Davis, Jr., will continue as vice-president and secretary of the firm.



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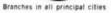
**PRINTING INKS** can help peddle your product, package or promotion to higher sales results and get the profit balloon soaring. That's why it's so important to use the *right* printing inks—right in color, quality and cost. And right in *performance* too, both in the press and on the end product. For the *right* inks—call or write:



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# PIA Trade Binders Set Meetings And Field Trips for March 17-19

The 1961 annual spring meeting of the Trade Binders Section of the Printing Industry of America, Inc., will be held at the Statler Hilton Hotel in Detroit March 17-19. Registration of more than 100 trade binders and bindery equipment manufacturers (associate members) is anticipated, section officials said.

An executive committee, meeting March 17, will review projects now underway and plan future activities. Immediately following will be a joint meeting of the executive committee and representatives of both the trade bindery equipment manufacturers and suppliers.

In the afternoon of March 17, there will be a plant visit to Helm, Inc., Detroit trade bindery.

At the first general session, scheduled for Saturday morning, March 18, the subject: "Budgeted Hourly Rates and Estimating" will be discussed by Harold White, a staff member of the Printing Industry of Illinois, and Arthur Blumenthal, an industrial engineer for the W. F. Hall Co., Chicago. The session will be chaired by Robert A. Wunsch of Becktold Co., St. Louis, vice-president of the section.

At a luncheon Saturday, March 18, Section President Mortimer S. Sendor of Sendor Bindery, New York City, will make the annual report to the membership. This will be followed by an election of officers for 1961-62.

"Three Major Management Problems for the 60's" will be discussed by

### Announce Purchase of Baird, Inc.

The William G. Johnston Co., Pittsburgh printing firm, has acquired Baird, Inc., Tarentum, Pa., manufacturer of rotary business forms. Included in the purchase are Baird's building and all plant equipment.

John M. Baird (l.), president of Baird, Inc., Tarentum, Pa., and Harry M. Fritz, president of the William G. Johnston Co., Pittsburgh, announce purchase by Johnston of Baird, producer of rotary business forms



Dr. Forrest Kirkpatrick, assistant to the president of Wheeling Steel Corp., Wheeling, W. Va. on the afternoon of March 18.





Mortimer S. Sendor

Robert A. Wunsch

Dr. Kirkpatrick will be followed by Wallace Olsen, sales manager of the Philadelphia Bindery, Philadelphia, whose subject will be "How to Direct and Efficiently Administer Trade Bindery Sales." Session chairman will be Frank Liedtke, president of Liedtke Brothers Co., Chicago.

"Gadgets, Gimmicks, and Gizmoes Used in Operating Trade Bindery Machinery" is the title of a panel discussion scheduled for the final session March 19. It will be chaired by David Helm of Helm, Inc.

# Joseph Schwartz Dies At 71 in Philadelphia

Joseph Schwartz, president of Westcott and Thomson, Inc., Philadelphia typographers, electrotypers, stereotypers and wax engravers, died at the age of 71 on Jan. 6, eleven days before he was to receive an Elmer G. Voigt Award from the Education Council of the Graphic Arts Industry.

Mr. Schwartz, who was active in promoting the progress of the graphic arts industries, was nominated by the International Typographic Composition Association to receive the Voigt Award at the Education Council's awards banquet Jan. 17 in Chicago. He was also the recipient of the 1956 Silver Medal of Achievement from the Poor Richard Club of Philadelphia.

Mr. Schwartz, began his business career in 1904 when he became a Westcott and Thomson apprentice. He was advanced to secretary and treasurer in 1928 and to president in 1948.

He had served since 1942 as president of Printing Plates Research, Inc., and was active in programs designed to ease or solve the industry's personnel, educational, research and engineering problems. The firm he served for 57 years was one of the first to adopt an

aptitude testing program, and he was instrumental in establishing a comparable program for Printing Industries of Philadelphia.

Mr. Schwartz served the industry as a labor negotiator, and as a director of the Research and Engineering Council of the Graphic Arts Industry, the International Typographic Composition Association, the International Association of Electrotypers and Stereotypers, and the Children's Book Council located in Philadelphia.

# LPNA to Increase Public Relations

Lithographers and Printers National Association has its sights set on stepping up its public relations efforts. Directors have empowered William E. Zabel, Jr., president, and the executive committee to explore every avenue for expanding the organization's internal and external communications, and for solidifying its relations with printing buyers.

Harvey W. Burgher, president of Federated Lithographers-Printers, Inc. and chairman of LPNA's labor relations committee, has proposed employment of an outside public relations agency. His committee stressed the need for acquainting the industry, buyers, and the public with the dangers and problems stemming from "the nature of the industry's profit picture," foreign competition, and fringe benefit costs.

LPNA has already accelerated various aspects of its public relations program. The Label Manufacturers Division has publicized the effect of rising labor costs on prices, and improved labeling techniques promoting sales. The Bank Stationers Section initiated a similar program. The board has approved plans for extending the distribution of "Spot Labor News." At least three issues will be sent to 3,500 lithographic and combination plants.

# Named President of Pl of Iowa

F. H. Blacksmith, president of Bankers Printing Co. of Des Moines, Ia., has been elected president of Printing Industry of Iowa, Inc. Other new officers elected are J. B. Hill, American Lithographing, vice-president; J. C. Miller, J. C. Miller Printing Co., treasurer, and Richard Latta, of Meredith Publishing Co., secretary, all of Des Moines.

### Heads Direct Mail Committee

Leonard Raymond of Dickie-Raymond, Inc., Boston, has been named chairman of the committee to select direct mail advertising's top contributor for the year by the Mail Advertising Service Association. Winner in the competition will receive the Miles Kimball gold medal.



better and wears longer than the other popular oil-ink general purpose compounds. (The "50" on the end of the number means 50 durometer hardness.) Perhaps a lot of its demand is due to the fact that even with forms difficult to mold, D-1250 produces uniformly gratifying results.

ify thickness you want.

\*Leading Nitrile synthetic compound



PRODUCTS, INC., 132 Humboldt St., Rochester 10, N.Y.

# National Paper Trade Association to Meet March 26

Profit with paper is the theme announced for National Paper Trade Association's 58th annual convention on March 26-29 at the Waldorf-Astoria Hotel, New York City.

Since there will be no exhibition, the schedule of meetings open to mill executives and their personnel has been expanded.

Two sessions have been scheduled, enabling merchants and mill executives to join in round-table discussion of mergers, web printing, trouble shooting and other problems. Both sessions will be held on March 28.

NPTA vice-president W. F. Obear, president of Tobey Fine Papers, Inc., St. Louis, will preside during a printing papers division session featuring talks on subjects relating to a paper-plus-printing-equals-profit theme.

Paper plus planning equals profit is the theme for the industrial papers division meeting. Divisional Vice-President Gardiner Young, president of Bancroft Paper Co., Inc., Monroe, La., will chair this session. Ralph Schnizter, Sr., president of the Magnolia Paper Co., Houston, Texas, is due to lead panel discussion of sales today and tomorrow, finance techniques, and warehouse and office procedure.

A breakfast honoring 22 presidents is timed for March 27. L. A. Ramaker, president of the Bouer Paper Co., Milwaukee, will serve as chairman.

Luncheon speaker telling why the United States must conquer space will be Dr. Wernher von Braun, director of the George C. Marshall Space Flight Center, National Aeronautics Space Administration, Huntsville, Ala.

A new vice-president for printing papers will be announced and 36 directors will be elected.

The program also calls for William P. Colgan, statistical research director, to lead discussion based on NPTA's annual printing papers survey.

# NPTA Announces New Meeting Policy

National Paper Trade Association has announced a major change in its convention and exhibit policy.

Arrangements have been made for holding the organization's first combined convention and exhibition in September, 1963, at the new Americana of New York Hotel, that is being constructed one block west of Radio City.

The Americana will be the world's tallest hotel with the lower five of its 50 stories to be used as a convention and exhibition center.

From 1963 on NPTA will alternate its convention-exhibit locations annually between the Americana of New York and the Conrad Hilton Hotel, Chicago. The present policy of staging only one exhibition each year, at annual convention time, will be maintained, but with the advantage of bringing the show to the East Coast and the Midwest on an every-other-year basis.

Beginning in March, 1963, spring conventions, without exhibits, will leave the Waldorf-Astoria Hotel, New York City, and be held in West Coast, Southwestern, Southern and Southeastern cities.

# Named MASA Convention Chairman

David H. Ostrom, manager of the Reuben H. Donnelley Corp. plant at Mount Vernon, N.Y., has been named general chairman of the Mail Advertising Service Association International's 40th annual convention to be held Oct. 6-9 at the Statler-Hilton Hotel, New York City. Robert Jurick, Fifth Avenue Letter Service, New York City, is program chairman.



# A single machine that applies all types of address labels?

Wide-strip, narrow-strip, continuous pack form, cut or individual labels! All applied automatically to a wide range of printed pieces at cost-cutting high speeds (up to 16,000 per hour). No matter whether labels are pre-addressed from punched cards, magnetic tapes, plates, stencils or other addressing systems. Or whether you mail small postcards and envelopes ... middle-sized pamphlets and brochures ... or larger magazines, catalogs and quarter-fold tabloids. All handled by the compact easy-to-operate Cheshire Model E.



Write for descriptive brochure.



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# St. Paul Mechanical Conference March 4

The influence of future technology on newspaper production will be the concern of newspaper executives meeting at the Hotel St. Paul in St. Paul, Minn., March 4-6. They will meet to take part in the annual Northwest Mechanical Conference sponsored by the American Newspaper Publishers Assn.

Major addresses will be delivered by B. H. Ridder, Jr., publisher of the St. Paul Dispatch-Pioneer Press; Charles Hentschell, vice-president and general manager of the St. Louis Post-Dispatch, and Charles Tingley, director of the ANPA Research Institute.

The Northwest Composing Room Machinists Association, following its own annual meeting March 4, will join the conference on March 5 in a linecasting machinist's clinic to discuss operating and maintenance problems.

Press machinists and plant electricians will hold informal discussions of maintenance routines in daily newspaper pressrooms, and a meeting called the "Capsule Conference" will give manufacturers a chance to describe their companies' new developments.

Special meetings will then discuss new press and stereo equipment, and Robert Burgess, production manager of the *LaCrosse* (Wis.) *Tribune* will outline factors in installing the Crosfield electronic circumferential register system. A photoengraver's meeting will concern itself with production methods and the results of direct printing from engravings on rotary cylinders.

The program includes a mailing room clinic at which mechanized systems will be appraised. James Broddigan of the Fargo (N.D.) Forum will conduct a discussion of mailing room methods.

Recent installation of a Linofilm system in the composing room of the St. Paul Dispatch-Pioneer Press will be described by A. E. Rosene, production manager, and Thomas Lanford, composing room superintendent, during composing room clinic March 6. The clinic will also include a report of production records kept on Intertype Monarch units and a discussion of new applications for Ludlow Brightype.

### K-C Opens Letterhead Contest

Cash prizes of \$25, \$15, and \$10 will be awarded monthly during 1961 to the top three winners in Kimberly-Clark Corp.'s letterhead contest. Letterhead entries, which must be printed on K-C's cotton fiber business papers, will be submitted for printers by the firm's merchant paper salesmen. Each month's contest closes at midnight on the last day of the month.

# LPNA Committee Reports Poster Volume Steady, Paper Improved

Outdoor poster printing volume this year will be about the same as last year with a good chance for improvement, according to John Lambie, vice-president of Diamond National Corp. and chairman of the outdoor poster committee of the Lithographers and Printers National Association.

He reported noticeable improvement in communications between the poster plants and their customers, particularly with regard to paper quality, after his committee held a series of meetings with major suppliers of poster papers. Stocks supplied in 1959 caused some customers to register complaints, he said. These complaints related to opacity, wet strength, and lack of uniform quality.

### Riegel Acquires Four Firms

Lassiter Corp., Fairtex Corp., Branson Yarn Co., and Bloomer Bros. Co. have become divisions of Riegel Paper Corp. Lassiter converts packaging films and manufactures cartons, labels, and laminated products. Fairtex and Branson produce metallic yarns for fabrics, floor coverings, plastics, and automotive upholstery.



MORE CAPACITY for LESS MONEY!

FILM CAPACITY TO 28" x 28

New large capacity back has all permanent anti-halation finish. and screen in perfectly flat plan conform with most standard film.

# **BIG SCREEN CAPACITY**

The "481" has the greatest screen capacity of any camera in its nominal size classification and price range. It will handle contact screen color separations up to and including 16"x 20". Circular glass screen capacity is 31½" and the full 28"x28" film area can be covered with a rectangular glass screen.

# WIDER OPERATING RANGE

The "481" provides up to 3X (300%) enlargement . . . 7X (14½%) reduction with the standard 19" lens and 16 ft. track. Merely adding a 14" lens extends reduction range to 10X! Even greater enlargement-reduction combinations are possible.

New large capacity back has all metal face plate with permanent anti-halation finish. Perforations hold film and screen in perfectly flat plane. Vacuum chambers conform with most standard film and screen sizes. Door opens vertically or horizontally on self-centering hinges which assure exact positioning of vacuum back door. For precision film registration, Robertson Pin Register System, with retractable pins for all standard film sizes can be incorporated on the "481" Back.

CHANGE
ZONE
SETTINGS
AT FULL
VACUUM
BY TURNING A DIAL!

New "Select-A-Zone" Vacuum Selector Valve—with dial calibrated to match vacuum zones of the film holder—permits zone selection while the heavy duty vacuum pump and motor are operating. Vacuum enters at center of the Back to ensure tight film/screen contact. RE-LEASE SCREEN . . . HOLD FILM—When using contact screens, dial is set to cover entire film/screen area; to shift screen or make a "bump" exposure, operator can release screen by turning dial so that only the film is held by vacuum.

Write for Catalog Bulletin 481 and complete details.

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# **Education Council Gives Annual Awards at Banquet**

George S. Dively, president of Harris-Intertype Corp., Cleveland, has received the Outstanding Service Award of the Education Council of the Graphic Arts Industry. The award was presented at the council's third annual awards banquet, held this year at the Furniture Club in Chicago Jan. 17.

The award was presented to Mr. Dively for his "interest and efforts over the years in support of the various activities of the Education Council and its affiliated organizations." He is a vice-president of the council.

Guest speaker at the banquet, which was sponsored jointly by the ECGAI and the Graphic Arts Promotional Council of Greater Chicago, was Charles H. Percy, president of Bell and Howell Co., Chicago. He stressed the importance of good and significant use of the communications media available in the United States, the necessity of enforcing civil rights for the minority groups, and the need in this country of an adequate civil defense.

His speech was interrupted by applause when he said he would forego sales rather than accept segregation views. This was in regard to a letter from a Ku Klux Klan official threatening to encourage a boycott of Bell and Howell products following a television program the firm sponsored discussing civil rights in the South.

Another highlight of the evening was the presentation by Samuel M. Burt, ECGAI managing director, of the annual James J. Rudisill Awards and the Elmer G. Voigt Awards. Winners of the Rudisill Awards for developing effec-

# W. O. Morgan, Graphic Arts Monthly Offset Editor, Dies

William O. Morgan, the offset editor of the Graphic Arts Monthly, died December 27 at the age of 47. Mr. Morgan served as vo-



Club of Chicago, and treasurer of the National Association of Litho W. O. Morgan Clubs, of which he was later president.

cational educa-

tion and executive

director of the

Chicago Litho-

graphic Institute,

president of the

Lithographers

In 1953, Mr. Morgan, a native of Boaz, Ala., joined the staff of the Graphic Arts Monthly as offset editor. During his tenure, he was honored by Lithographers Club of Chicago and the National Association of Photo-Lithographers for his services to the industry.

tive graphic arts industry-education programs in their communities were:

Printing Industry of Illinois, Inc., Chicago, (Outstanding Achievement

Printing Industries Association, Inc., Los Angeles, and Printing Industry of Twin Cities, Inc., Minneapolis-St. Paul (Awards of Achievement).



George S. Dively



Samuel M. Burt

Joseph Schwartz, International Typographic Composition Association, (posthumous, accepted by Clarence E. Harlowe, ITCA president).

Ralph D. Cole, Lithographers and Printers National Association.

William H. Bulkeley, Lithographic Technical Foundation.

James D. Yates, National Association of Printing Ink Makers.

James W. Coultrap, National Printing Equipment Association.

Harold D. Ross, National Scholarship Trust Fund for the Printing and Publishing Industry.

C. William Schneiderieth, Printing Industry of America.

Felton Colwell of the Research and Engineering Council of the Graphic Arts Industry

Robert Fossett, Screen Process Printing Association, International.

Horace Hart, United States Department of Commerce Printing and Publishing Division.

Dr. Beatrice J. Dvorak, United States Department of Labor.

The Voigt Awards, which recognize special service to graphic arts educa-

# Consolidated Lithographing Starts Memorial Scholarship

Consolidated Lithographing Corp., Long Island, N.Y., has joined its employees in providing funds to establish a scholarship in memory of Jacob A. Voice, who founded the company.

Funds contributed during the company's annual memorial ceremony were turned over to the National Scholarship Trust Fund of the Education Council of the Graphic Arts Industry. The first grant for the 1961-1962 school year will go to the student selected from those who enter the Trust's Fund's scholarship competition.

tion by government officials and members of national graphic arts organizations affiliated with ECGAI, were:

Thomas M. Laura, American Newspaper Publishers Association Research Institute

Nathan W. Goldstein of American Newspaper Publishers Association.

E. Bartlett Brooks, American Photoengravers Association.

Sidney Satenstein, Book Manufacturers Institute.

Richard J. Hoffman of the International Association of Printing House

Vernon G. Eck, International Graphic Arts Education Association.

Louis A. Croplis of International Supply Salesmen's Guild.

# Folding Box Assn. Meets March 20-23

What creates success in the folding carton industry will be the theme of the first general session of the 1961 annual meeting of the Folding Paper Box Association of America. The meeting will be held March 20-23 at the Drake Hotel, Chicago.

Seminars on "A Profits Improvement Program-Cost Reduction" will be conducted March 20 in the fields of labor. production, and cost accounting, preceding the first general session on March 21

The 1961 Folding Carton Competition and Educational Exhibits will be opened March 20 and announcement of the 100 best cartons of the year will be made Tuesday afternoon, March 21. All entries in the competition will be on public display in the hotel's French Room on March 23.

Wednesday's sessions will be devoted to the industry's management ratios report and a statistical presentation of industry conditions

### Plan Exhibit of Woodcuts

An exhibition of relief prints showing the results achieved by woodcuts and wood engravings will be open to the public throughout February at the Lakeside Press Galleries of R. R. Donnelley & Sons Co., Chicago. Hours are 9 a.m. to 4 p.m. Monday through Friday, except holidays.

### Charles R. Van de Carr, Jr. Dies

Charles R. Van de Carr, Jr., 74, of Chillicothe, Ohio, former president and director of the Mead Corp., died December 28 in St. Petersburg, Fla. Elected president of Mead in 1948, he retired from the position in 1952 but remained an active member of the board until 1957.



# Trim Lifts! On Long Or Short Runs, You Can Increase Profits By 3-Knife Trimming All Bound Work-By The Lift

No matter how your books, magazines or pamphlets are bound, the Lawson Automatic 3-Knife Rapid Trimmer trims them all...economically and with exceptional accuracy. Take a look at all the built in advantages!

Adjustable clamping pressure...straight-away continuous belt conveyor delivery...selective speeds to pace the operator...built-in blower motor... massive construction—these are only a few of the many exclusive production advantages that put the efficient Rapid out front of all others.

And look at Lawson's unmatched size range... from 2 x  $3\frac{1}{8}$ " to  $11\frac{3}{4}$  x  $16\frac{7}{8}$ " (trimmed)...lifts to  $4\frac{3}{4}$ " high...one or two-up!

Now is the time to arrange a demonstration... on one of your own jobs if you like. And if volume is not of primary importance, ask to see the new low cost semi-automatic model of the Lawson Rapid Trimmer in action.

### THE LAWSON COMPANY

Division of Miehle-Goss-Dexter, Inc.
Chicago 8, Illinois



# NaviGraphic '61 in New York City To Feature Telephone Interviews

NaviGraphic '61, a graphic arts progress review, is scheduled by the Navigators for March 18 at the Bilt-

more Hotel in New York City. It will feature crosscountry telephone interviews giving prominent industry executives an opportunity to report their current and prospective development programs while seated in their



J. Homer Winkle

own offices. Conducting these amplified interviews will be J. Homer Winkler, a technical advisor for Battelle Memorial Institute, Columbus, O., and past president of the International Association of Printing House Craftsmen.

Due to answer his questions are William W. Fisher, president, American Type Founders Co., Inc.; Richard B. Tullis, executive vice-president, Harris Intertype Corp.; James W. Coultrap, president, the Miehle Co., a division of Miehle-Goss-Dexter, Inc.; Hugh B. Gage, district sales manager for Du Pont Dycril plates; Lester Goda, Jr., assistant to the manager of Eastman Kodak's graphic reproduction sales division, and Michael H. Bruno, research director of the Lithographic Technical Foundation.

Mr. Winkler will also conduct onthe-spot personal interviews which will give three speakers an opportunity to describe new developments. Jack Turchon, the type coordinator for the McGraw-Hill Publishing Co., will describe the Columbia Broadcasting System Vidiac G. A. 1000 automatic printout system for computer composition. A common standard for measuring printing papers is the topic assigned to Ernest F. Trotter, editor of Printing Magazine. The Daxene plate is among the new developments to be described by James T. Keefe, Jr., sales manager of the general printing products division. Dewey and Almy Chemical Co.

Machines, materials and methods introduced during the past three years will be appraised by Robert B. Davis, vice-president in charge of production for Davis, Delaney, Inc., New York City. In addition to basing his evaluation on practical use under actual plant conditions, he is expected to appraise projected developments.

Bruce D. Sweet, technical service supervisor for F. W. Dodge Corp., publisher of Sweet's Catalog, will discuss the relationship of reproduction improvements to creators and buyers of printing.

Richard C. Fernandez, president of the Navigators, will present the group's Service-to-Industry Award honoring the recipient for his spare-time services to the industry in the New York area.

Henry A. Schneider of Charles Francis Press received the first award in 1950. He is chairman of the Navi-Graphic committee. Charles V. Morris of Allan & Gray Corp. is honorary chairman. He conceived the NaviGraphic idea, which was developed into an annual event in 1958.

# Bell & Howell Co. Buys R. E. Baum Folder Firm

Bell & Howell Co., Chicago, has purchased Russell Ernest Baum, Inc., Philadelphia, and its subsidiary, the Liberty Folder Co., Sidney, Ohio.

Announcement of this change in ownership of the folding machine manufacturing business, which had been privately owned since it was founded in 1912, came from Russell Ernest Baum, president of the Philadelphia company, and William E. Roberts, executive vice-president of Bell & Howell.

Mr. Baum is serving in an advisory capacity for Bell & Howell's new wholly-owned subsidiary.

The firm which Mr. Baum headed manufactured and distributed auto-

matic folding machines used by printers, bookbinders, publishers, etc.

Mr. Roberts said that the Baumfolder line would supplement Bell & Howell products. These include inserting and mailing machines manufactured by Bell & Howell Phillipsburg Co., a New Jersey subsidiary, and microfilm and microfilm equipment.

# ITCA Setting Up Sherman Foundation

The International Typographic Composition Association is soliciting contributions for establishment of the Frank M. Sherman Foundation. Mr. Sherman was one of the association's founders in 1920, executive secretary from 1946 until 1956, then secretary emeritus and a life member until he died on May 10 last year.

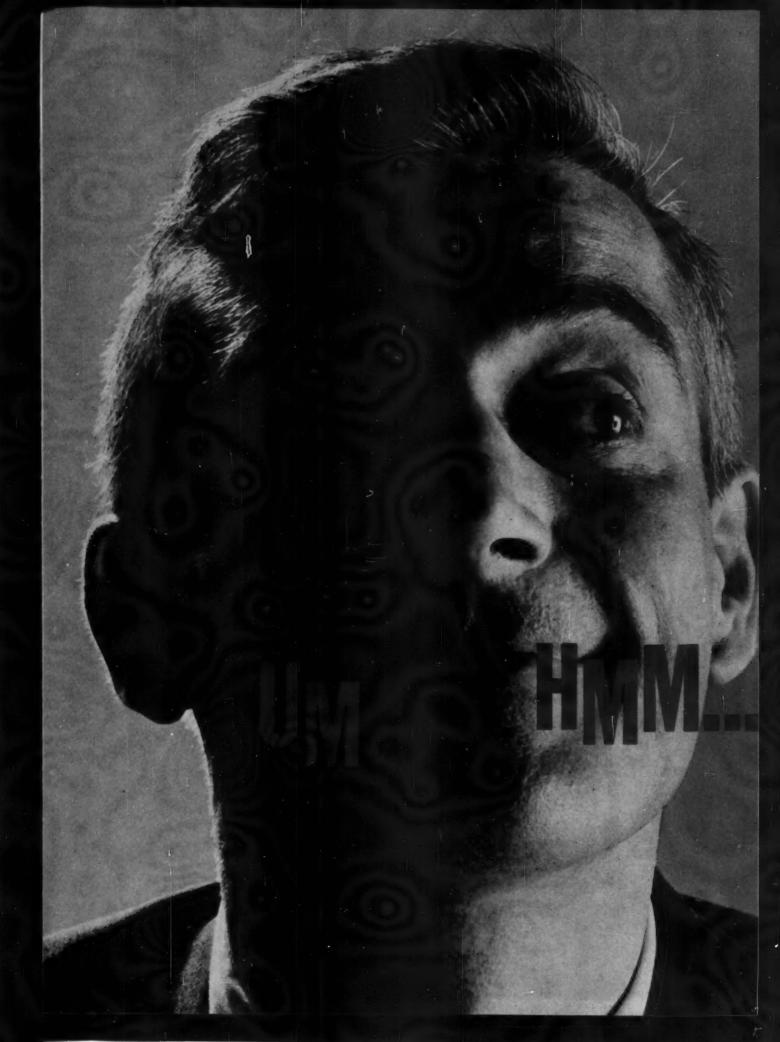
Contributions are being used to establish a fund to provide advancement or scholarship awards for graphic arts students, particularly those studying administration in the typographic industry. The project was originated and proposed by Mrs. Mayo Sherman, widow of Mr. Sherman.

Contributions should be sent to Mc-Kinley M. Luther, executive secretary, at ITCA headquarters, 303 Washington Building, 15th St. and New York Ave. N.W., Washington 5, D.C.

ITCA has scheduled two major meetings for this year. May 18-20 is the time when the Spring Conference will be held at the Radisson Hotel, Minneapolis. The annual convention is dated for Oct. 4-7 at the Queen Elizabeth Hotel, Montreal, Canada.

New officers of the Graphic Arts Association of Cincinnati, Inc. are (front, left to right) Arthur H. Thiemeyer, Mail-Way Advertising Co., vice-president; Fred P. Hofferth, American Book Co., president, and Frank H. Kreger, Rookwood Press, Inc., treasurer. In back are Donald H. Mills (l.), assistant to the managing director, and John D. Rockaway, managing director. They were elected at annual meeting held recently in Cincinnati





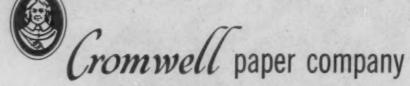
# ... THEY'RE RIGHT...

you do get more impressions with CROMWELL Offset Packing that is guaranteed not to thin out or 'mush' down on long runs!"

Cromwell Offset Packing, of which this 5 mil sheet is a sample, is evenly calipered of a closely formed base stock. Its hard finish is specially designed to prevent breakdown of the packing. Especially on long runs, it's a money saver.

Cromwell Offset Packing piles up savings in many other ways. Uniformity of caliper right across the sheet is unconditionally guaranteed. Caliper and grain direction are printed on every sheet at 10 inch intervals. The packing is specially treated to eliminate slip. It will not creep under the blanket. All these advantages add up to quicker make-ready and no down-time or paper loss from failure of the packing. And remember, the money you save when you avoid pressroom delays is your own!

Cromwell Offset Packing and Tympan are furnished in rolls or sheets in calipers .002 to .010, .012 and .015. Minimum quantities, one roll or 500 sheets cut to your specifications.



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Manufacturers of: Papers (Impregnated • Coated • Laminated • Reinforced Flexible) • Bags • Sacks • Liners • Covers (Single and multiwall construction, using all types of material to carry, cover or protect all types of products).

Please send informat	ion on Cromwell Offset Packi	ing. 1 2
Name		Title
Company		
Street		
City	Zone_Stat	0

#### SNPA Conference In Dallas March 5

"Interdepartmental Coöperation for a Better Product" will be the theme of a mechanical conference to be staged by the Southern Newspaper Publishers Association March 5-7 at the Adolphus Hotel in Dallas.

First on the schedule is an executive committee meeting on the morning of March 5; a machinist session will be held that afternoon. SNPA officials anticipate attendance of about 100 at the afternoon session.

Robert C. Millar, SNPA president and publisher of the Florida Times-Union and Journal in Jacksonville, Fla., will open the second day's events with a welcoming address to the delegates. He will be followed by Collier Elliott of Collier Elliot & Associates, Garden City, N.Y., who will be the keynote speaker.

Panel sessions during the afternoon of March 6 will deal with the following subjects: composing, pressroom, stereotype, press-stereo, mailers, machinists, engraving. A general session that night will be devoted to discussion of better and more modern color printing.

At a general session on the morning of March 7, Robert H. Spahn, production manager of the Oklahoma City (Okla.)\*\*Oklahoman and Times, will speak on "Communication Between Departments." At this session, the last of the conference, delegates will hear reports from the previous day's panels and will engage in further discussions.

#### Graphic Arts Conference To Be Held in Philadelphia

A graphic arts conference for discussion of printing problems, new developments, quality control, color process work, future requirements for papers and production will be held on March 17 at Philadelphia's Benjamin Franklin Hotel. M. M. Muntz of P. H. Glatfelter Co. is the program chairman and Philip A. Cerasoli of the Hamilton Paper Co. is publicity committee cochairman.

Groups sponsoring this event are Printing Industries of Philadelphia, Delaware Valley Section of the Technical Association of the Pulp and Paper Industry, Junior Executives Club of the Graphic Arts, Printers Supply Salesmen's Guild, Philadelphia Book Clinic, and Philadelphia Printing House Craftsmen, Litho and Printing Ink Production Clubs.

#### Mead Packaging Plans Expansion

Plans for a 218,000-square-foot addition to the Mead Corp.'s Atlanta, Ga., packaging division plant have been announced by the paper firm. Completion of the structure will give the plant a 40% increase in facilities, Mead said.

#### Label Manufacturers Developing New Trade Practices Program

The Label Manufacturers Division of the Lithographers and Printers National Association is developing a trade-practices program and planning a survey of salesmen's compensation.

Trade practices similar to those prepared last year for the Point-of-Purchase Advertising Institute will be published in booklet form.

The salesmen's compensation survey will cover member company methods for selecting salesmen, existing compensation systems, basic levels of compensation, and methods used for adjustment and reëvaluation.

The division, feeling that the sales compensation problem goes beyond the label manufacturers, has proposed to the directors that the survey be made on an all-industry basis. It was suggested that each company should indicate its major products so that sales compensation could be analyzed on a product group basis.

#### Heads New Equipment Firm

David W. Schulkind, former president of E. P. Lawson Co. and the Lawson division of Miehle-Goss-Dexter, Inc., now heads David W. Schulkind, Inc., a new firm organized for developing and distributing bookbinding equipment and supplies.

From its New York City headquarters at 225 West 34th St., the company is distributing the new Sterling line of hollow steel paper drills.

# THE "1000 SFM\*" SYSTEM REDUCES NEED FOR SPECIAL ORDER NUMBERING MACHINES



Now you can own a numbering system customized to your precise needs without paying for special "built-to-order" machines. Developed by Wm. A. Force & Co., Inc., numbering machine pioneers since 1875, the amazing "1000 SFM\* Universal Rotary Numbering Head Component System" gives you the heads, cams, holding rings, and adapters you need to speed up production on complex numbering jobs. Start with a basic set-up for your current requirements and build around it as new needs arise. Parts for every press are available and shipped

as soon as needed. Sales and Order Book Heads are two of the many components available in this highspeed accurate numbering system.

\* Accurate numbering at 1000 Surface Feet per Minute on 17" circumference presses and larger.

Curved Base Female Dovetail Head for Order Books For your free copy of a fully illustrated 48 page handbook describing this unique, money-saving "1000 SFM" Numbering System, fill in and mail this coupon today:



Please send free illustra	
book on the Force "1	000 SFM*" Rotary
Numbering System.	

CITY\_\_\_\_ZONE\_\_\_STATE\_\_\_\_\_
We have the following rotary printing equipment:



A mural in the headquarters of Miehle-Goss-Dexter, Inc. honors great men in printing

## Miehle-Goss-Dexter's New Mural Honors Great Names in Printing

A mural honoring great names in printing dominates one end of the board room in the new headquarters building of Chicago's Miehle-Goss-Dexter, Inc., manufacturer of printing and graphic arts machinery. Etched in plexiglass with a carborundum drill, the mural measures 12x5 feet. Sculptor was Harold Kee Welch, Chicago paint-

er and illustrator.

The figures in the mural and their accomplishments are (left to right): Pi Sheng, 11th century Chinese inventor of printing from earthenware characters; William Caxton, first printer in the English language; Colard Mansion, colleague of Caxton, first printer to include illustrations with his works; Johann Gutenberg, inventor of modern printing; John Mentelin, painstaking craftsman of Strasbourg, Germany; Nicholas Jensen, 15th century Venetian printer, whose type faces have greatly influenced later typography; Erhard Ratdolt, whose 15th century books were beautifully illuminated; Aldus Manutius, designer of the first italic type face, in 15th century; Claude Garamond, another 15th century printer whose type faces have been widely imitated; Louis Elzevir, 16th century French printer who introduced a distinction between "i" and "j" and be-tween "u" and "v" in lower case type; Christopher Plantin, another 16th century Frenchman, designer of fine type faces: William Caslon, 18th century Briton who designed a type face still in general use; John Baskerville, 18th century British innovator of methods in the

manufacture of ink and paper; John Walter II. Briton who built the London Times, which his father had founded, to its present eminence and who in 1814 introduced the first power press; Giambattista Bodoni, 18th century Italian responsible for one of today's most popular type faces; William Morris, who was founder, in 1891, of Britain's famed Kelmscott Press; Emery Walker, colleague of Morris and an outstanding typographer; Lord Northcliffe, a pioneer of present-day popular journalism, founder of the largest periodical publishing firm in the world; C. P. Scott, famed editor of Britain's Manchester Guardian until his death in 1932, and Eric Gill, whose outstanding 20th century type designs include Gill Sans and Perpetua.

#### New York's Arrow Press and Ogden Printing Co. Merge Facilities

Arrow Press, Inc. and Ogden Printing Co., New York City, have joined forces. Arrow president Jacques Pollack said this merger brought together two of the largest color printing companies in metropolitan New York

Both companies retain their separate identities and continue operations at their present locations on different floors of the same building. Arrow has eight two-color presses and six fivecolor rotary presses. Ogden operates more than 20 color presses of all sizes.

Harry Gerson, who founded the Ogden business, continues as president. His sons, Saul and Seymour Gerson, are vice-presidents.

#### **New IAES Contest** Will End Aug. I

Electrotypers and stereotypers may compete for cash prizes and other awards by submitting specimens of their company's advertising pieces in the fourth annual Self-Advertising Exhibition and Awards, sponsored by the International Association of Electrotypers & Stereotypers, Inc. First awards of \$250 plus a plaque will be given to a company with 25 or fewer employees and to one with 26 or more employees.

Second awards consisting of a plaque will also be given according to the numerical classification. Honorable mention certificates will be awarded at

the judges' discretion.

The IAES defines self-advertising as "Any means or method, in any form or medium, which is intended to aid . in the sale of an electrotyping plant's production." To enter, firms need not be members of the association. Entries. to consist of one or three or more pieces of advertising used within the period Sept. 1, 1960 to Aug. 1, 1961, must reach IAES headquarters, 758 Leader Bldg., Cleveland 14, by 5 p.m. Aug. 1. Further details about the contest may be obtained from the association.

#### Judges Scan Over 2,000 **Entries in LPNA Contest**

Thirty-three judges screened and rated more than 2,000 entries in Lithographers and Printers National Association's 11th Awards Competition during the week of Jan. 23.

New York Trade School, New York City, was the place where five teams selected best examples of lithographic printing submitted in 52 classifications ranging from art prints to point-of-pur-

chase display material.

Entries chosen for winning certificates of award will be announced at a May 2 dinner during LPNA's 56th annual convention at the Arizona-Biltmore Hotel, Phoenix, Ariz. All winning specimens will be reproduced in a catalog running to some 100 pages.

#### R. W. Crabtree and Sons, Ltd. Establishes U.S. Subsidiary

R. W. Crabtree and Sons, Ltd. of Leeds and London, one of Europe's largest printing machinery manufacturers, has extended its North American sales and service organization by establishing R. W. Crabtree and Sons, Inc. The new firm, with headquarters at 56 Beaver St., New York City, is a subsidiary of the British organization.

Norman Porter, formerly a director of Crabtree's Australian company, is the new subsidiary's vice-president in charge of distributing and service.



# TWO MOST "ABLE" BRISTOL COVERS

# Dual-Purpose BRISTOL-COVER

Produces remarkable results with both letterpress and offset. Folding base stock with supercalendered, smooth finish takes 133-line halftones, gloss and metallic inks, and varnish. Ideal for posters, wall hangers, counter and window displays, campaign cards, menus, mailing cards etc. Rolls cut one sheet at a time, carefully sorted and trimmed four sides.

# Dull-Coated BRISTOL-COVER

Special coating produces a dull, smooth, uniform printing surface for fine screen halftone. Letterpress, offset, Multilith, Multigraph or gelatin duplicator—Also takes typewriter, pencil, pen and ink. Use for menus, combination mail and return cards, shop forms, etc. Cut into sheets, carefully hand-sorted and trimmed square on four sides, one roll at a time.

OFFSET PRINT ABLE - To 133 Line Screen

LETTERPRESS PRINT ABLE - To 120 Line Screen

READILY FOLD ABLE - Base Stock and Coating

HIGHLY BEND ABLE - Flex it - Snaps Right Back

EASILY SCOR ABLE — Clean Impressions

DIE-CUT ABLE - No Fuzzy Edges

DUR ABLE — Takes Rough Abuse

WHITE COLOR COMPAT ABLE — To other Apco Grades

READILY AVAIL ABLE — From Distributors Stock

ADD THEM ALL TOGETHER ...

THIS TWOSOME IS UNBEAT ABLE FOR ALL COATED BRISTOL JOBS





The Appleton Coated Paper Company APPLETON, WISCONSIN

# Graphic Arts Department at CIT Concerned With Changing Needs

The new Department of Graphic Arts at Carnegie Institute of Technology is offering students an academic program reflecting the changing nature of the graphic arts industries, according to Kenneth G. Scheid, who heads the department at the Pittsburgh school.

Two courses are offered. One covering graphic arts management, leads to the bachelor of science degree. The other, a graphic arts design course, leads to the bachelor of arts degree.

"The program emphasizes graphic arts processes as an area of applied science instead of a sequence of pro-

#### American Book-Stratford Press in New Expansion

American Book-Stratford Press, Inc., New York City, has launched a \$2.5million program for expanding its printing and binding facilities.

As part of this program, which was based on the fact that book manufacturing and publishing are among this country's growth industries, according to Sidney Satenstein, president, the company has entered into a 10-year agreement for manufacturing a large percentage of the books published by Grolier, Inc.

The American Book-Stratford press, founded in 1899, is one of the "big three" firms in the bookmaking industry. The company operates its main plant in New York City and has subsidiary facilities in Brattleboro, Vt., and Cornwall, N.Y. Output includes mail order, subscription, and all kinds of hard-cover books.

Grolier, founded in 1895, is one of this country's largest book publishing houses. Publications include Grolier Encyclopedia, The Book of Popular Science, Book of Knowledge, and other titles said to account for 25% of nationwide reference text sales.

Sidney Satenstein (l.), the president of the American Book-Stratford Press, Inc. and Edward J. McCabe, Jr., the president of Grolier, Inc., book publishers, sign a 10year contract assuring Grolier the use of American Book's facilities for the period



duction crafts, and design principles instead of preparation of art work and photography," Mr. Scheid said. "It emphasizes basic business disciplines at the cost of training in certain administrative procedures, and general education at the cost of some specialized training.

Mr. Scheid listed the following principles which prompted Carnegie to change its graphic arts program:

The future manager's first need is for substantial general education in the humanities, social sciences, physical sciences, mathematics, and the arts.

Education in management should stress study of economics, behavioral science, and quantitative methods that underline business administration and decision making.

Education in processes should stress study of chemistry and physics as fundamental sciences from which understanding of current and future processes must arise.

Graphic arts education should include an understanding, in some depth, of design principles that underlie the creation of both high-quality and effective products.

Admission and academic performance standards must be established at the same level as other technical and management fields of study.

#### Hammermill Paper Co. Acquires West Coast Envelope Manufacturer

Owners of all Coast Envelope Co. common stock have agreed to accept a Hammermill Paper Co. offer to issue 122,838 common shares in exchange for their holdings. The announcement came from Donald S. Leslie, Hammermill president, and Alex Kensey, chairman of the board and treasurer of Coast Envelope Co.

Mr. Kensey, who served as president until January, 1961, will be succeeded by John L. Davidson. New board members of Coast Envelope are A. F. Duval and John H. Devitt of Hammermill and R. E. Baum, general manager of Coast Book Cover, Los Angeles, a Coast Envelope subsidiary.

Coast Envelope Co. manufactures a complete line of envelopes at its Los Angeles and San Francisco plants, and makes book cover products at the Los Angeles plant. Annual sales are said to exceed \$6.000.000.

Hammermill plants are located in Erie, Pa., Watervliet, Mich., Hamilton, Ohio, and Oswego, N.Y. Facilities for papermaking at Hoquiam, Wash., will be added next year.



Marshal M. H. Dana (L) and Daniel Lacy discuss the New York and Pennsylvania Co.'s book display (part of which is shown in the background) on the main concourse of New York's Pennsylvania Station. Mr. Dana is the company's marketing director; Mr. Lacy is the managing director of the American Book Publishers Council, Inc.

#### Simonds Saw and Steel Opens Union, N.J., Branch Warehouse

The Simonds Saw and Steel Co. has opened a branch warehouse, sales office, and service shop in a new single-level modern building located at 1160 Springfield Rd., Union, N.J. It is also the headquarters for the Heller Tool Co. East Coast branch, formerly located in Newark, N.J.

Simonds lines produced in the main plant at Fitchburg, Mass., include knives for paper cutting machines of all types.

#### Propose Transfer of Kleen-Stik

Directors of Kleen-Stik, Inc., have agreed, subject to stockholder approval, to make the firm a wholly-owned subsidiary of the National Starch and Chemical Corp. Kleen-Stik will operate as a separate corporation under its present management, and headquarters will remain in Chicago.

#### Named U. S. Rubber Distributor

Anderson & Vreeland, Inc. of Clifton, N.J. and Bryan, Ohio, a newly formed company in the printing plate materials field, has been appointed distributors by the U. S. Rubber Co. for its printing materials.

#### Sole Owner of Charles & Assoc.

Leonard Charles, the president and founder of Leonard Charles & Associates, Inc., Los Angeles printing and lithographing firm, has acquired sole ownership of the company.

#### San Francisco Site of Ink Plant

Chromatone, a division of the Polychrome Corp., has opened a new ink manufacturing plant in San Francisco. The plant will be managed by Robert Krueger.

# SUPERIOR .

#### BECAUSE ...

inserting-stitching-trimming in <u>one</u> operation decreases cost/thousand...

#### and BECAUSE...

Sheridan automatic saddlebinding equipment offers maximum hourly yield...

#### we invite Production Executives

to compare equipment claims and performance...and recognize Sheridan Superiority SUSTAINED PRODUCTION—Sheridan inserter, gang stitcher and multi-knife trimmer units are designed and quality built to minimize non-productive downtime . . . a bonus value for increased production.

HIGH OPERATING SPEED — All Sheridan inserters are designed to run at the highest practicable production speeds up to 150/min., hour after hour...shift after shift. A Sheridan automatic stitcher-trimmer will outproduce any comparable machine.

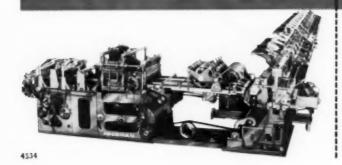
EASE OF LOADING & UNLOADING—inserter has low loading position to eliminate the need for platforms...provides improved continuity of loading. Trimmer delivery is at efficient pick-off height...can be arranged to suit your needs.

AUTOMATIC REJECT—of books of wrong thickness . . . without stopping production . . . is standard equipment. Caliper is accurate and easily set for each job.

UNDIVIDED RESPONSIBILITY — every unit is built by Sheridan . . . sold by Sheridan . . . serviced by Sheridan.

WIDE RANGE—the Sheridan will automatically insert, stitch and trim books from  $3-3/8 \times 7''$  to  $12 \times 19''$  one-up, from four pages to 64 or more, to one-quarter inch in thickness (one half inch book thickness), in a wide range of stocks, from thin bond and newsprint to heavy cover stock, with 3,4, or 5 trim cuts.

FLEXIBILITY OF APPLICATIONS—the Sheridan unit construction principle permits arrangement of unit to suit plant layout requirements. Additional units . . . inserter pockets, 3-knife trimmer, five knife trimmer, collecting drum or 2-up attachment . . . can be added at any time to suit production needs. Trimmers can be connected to side or perfect binders. Compare these points (and any others) of Sheridan superiority. Your choice will be Sheridan . . . as it has been with production-conscious plants everywhere. The T. W. & C. B. Sheridan Co. 220 Church Street, New York 13, New York.



SINCE

# SHERIDAN

BRANCHES

Chicago, III. Boston, Mass.
Torrance, Calif. London, England

#### New Building for Decal Firm

National Decalcomania Corp., Philadelphia, has marked its 60th anniversary by purchasing a building at 56th and Chestnut Sts., where operations, now carried on in three scattered plants, will be combined according to Dean Snyder, president. National is said to be the oldest decalcomania printing house in the United States.

#### Supplier Moves Chicago Office

The Chicago branch of Royal Zenith Corp., printing equipment supply firm, has been moved to 619 W. Washington Blvd.

#### Port Huron Co. Expands South

The Port Huron Sulphite & Paper Co. of Port Huron, Mich., manufacturers of Huron Copysette and Huron carbon papers, has established regional warehouses in Chicago and East St. Louis, Ill., to serve customers in the Midwest and Southwest.

#### Standard Goes South of Equator

The J. J. Miller Printing Co., Pty. Ltd., Melbourne, Australia, has become a foreign associate plant of the Standard Register Co., Dayton, Ohio. The plant is SR's first associate south of the equator.

or the equator.

Watermarked to identify a quality manifold.

Titanium treated for maximum brightness and opacity. Smooth finish for fine halftone and color printing.

Uniform and bond-like for offset or letterpress.



Send for new FLETCHER MANI-FOLD broadside demonstrating this dual-purpose quality manifold.

FLETCHER

MANIFOLD

Watermarked

Substance 9 (18 M)

You can't miss... when you choose FLETCHER MANIFOLD for printing jobs where thin papers are essential. Surpassing the exacting requirements for business forms, FLETCHER MANIFOLD also offers outstanding advantages for advertising and promotional literature. Large size sheets accommodate larger illustrations and a greater quantity of text without stepping up postage costs. Available in white and five bright colors.

#### FLETCHER

PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS Mill at ALPENA, MICHIGAN

#### RIT Enlarges Web Offset Training

Rochester Institute of Technology, Rochester, N.Y., has enlarged its Web Offset Training Program to meet the increased demands for newspaper applications, RIT has announced.

The largest class has 22 members who will take part in three separate one-week extensive web courses. The group consists of 18 sales and engineering personnel from R. Hoe Co., Inc. along with four of the American Newspaper Publishers Association Research Institute staff.

They are attending the concentrated course in groups of seven or eight per class involving approximately 46 hours

per week

According to Herbert Phillips, supervisor of web offset research and coordinator of the courses at RIT, there seems to be poor communication between suppliers and printers because they are unfamiliar with each other's problems and requirements. Many companies, he said, are spending great effort to become better qualified to efficiently help their customers.

The present courses are covering all steps from copy preparation, typesetting, and pasteup, through stripping, platemaking, and presswork.

Information about the web offset color research, testing, or training programs is available from the Graphic Arts Research Department, Rochester Institute of Technology, Rochester 8, New York.

#### Business Mail Foundation Joins Direct Mail Group

The Business Mail Foundation, organized in 1958 for promoting public appreciation of business mail's contribution to national economy, has become affiliated with the Direct Mail Advertising Association and has moved its operations to the association's national headquarters in New York City.

DMAA, now in its 44th year, has some 2,400 members in this country and Canada. These companies create, produce, or distribute direct mail advertising and promotional materials.

BMF is operating as the public relations arm for direct and business mail. Randall P. McIntyre of O. E. McIntyre, Inc. is BMF president, and Max F. Schmitt, formerly with J. Walter Thompson Co. and Foote, Cone & Belding advertising agencies, is executive director.

#### **Uarco Starts New Building**

Uarco Inc., business forms producers, recently broke ground for a new main office building and engineering research laboratory in Barrington, Ill.

# **Urges Aggressive Sales Promotions**

American printing machinery manufacturers seeking to expand their foreign markets should be prepared to carry on aggressive sales promotion that takes into consideration competitive pricing, servicing, and designing to meet customers' particular needs.

This advice comes from the Business and Defense Services Administration in a report entitled "Printing Machinery, Production, Consumption, Trade—Selected Foreign Countries." The report covers the 1954-59 period and outlines conditions which United States manufacturers face when dealing with prospects and customers in 18 countries.

The report is based on Foreign Service dispatches. Presses, typesetting and bookbinding machines are the principal items covered.

Exports for the 1959 year totalled \$39-million. Sales to Canada accounted for nearly a third of that total. Other substantial markets were found in the United Kingdom, Mexico, Australia, France, the Netherlands, Italy, and West Germany.

The United States outsells all competitors in the Western Hemisphere, but is not in such an advantageous position in other foreign markets. Imports are running at less than half of the export total

The report is priced at 35¢ and may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D.C.

#### Joseph W. Agee Heads Linotype L. A. Agency

Joseph W. Agee has succeeded Ray G. Burgoon as manager of the Los Angeles agency of the Mergenthaler Linotype Co. Mr. Burgoon was advanced to Western sales promotion manager with headquarters in San Francisco. He will help to establish a West Coast adjunct to the production planning department, according to the company.

Mr. Agee was associated with four Ohio newspapers and active in sales and administrative service for commercial printers before he joined Linotype in 1949 as a production engineer. In this capacity he covered territories in Michigan, Ohio, Minnesota, and Wisconsin. He was promoted to Cleveland agency manager earlier this year.

Mr. Burgoon was a Linotype production engineer assigned to southern Ohio and northern Kentucky before he became Los Angeles agency manager. His 35 years of graphic arts experience cover practically all phases of job shop printing as well as newspaper printing operations.

#### Paper Display Available From K-C

A printing paper display for use by local Craftsmen's clubs has been made available by the Kimberly-Clark Corp., Neenah, Wis. Included in the 14-foot unit are K-C's samples of printing papers, material on the "Let's Swap Ideas" contest for the graphic arts industry, and educational booklets published by the company.

#### Moves New York Headquarters

Marset, Inc., sole United States distributor of Johnson & Bloy gold and other metallic printing inks, has moved to 225 South St., New York City.

#### Named to Represent Printing Industry on Panel of Judges

William Palinski, production and assistant plant manager for the Western Printing and Lithographing Co. of Poughkeepsie, N.Y., represents the printing industry on the panel of judges for the national printing contest sponsored by Finch, Pruyn and Co. Inc.

Serving with him are an advertising art director, a publisher, and J. Allen Holt, advertising director for Binney & Smith, Inc., known as the Crayola makers. Awards are offered for best lithographic printing on Finch Offset and Cooper's Cave offset papers.



#### Long-Term Leasing Hitting New Highs

Long-term leasing of production and office equipment by the printing industry spurted ahead during 1960. Value of equipment leased during the year was \$8.9-million, a gain of 53% over 1959.

Robert Sheridan, president of the Nationwide Leasing Co., Chicago, reported that equipment leased by all industry last year totaled \$530-million. This was the first time leasing topped the half-billion mark. He predicted that leasing volume would reach \$1-billion a year by 1962.

Mr. Sheridan said there were four major reasons for the rapid expansion of equipment leasing in the printing industry: (1) increased demand for sale-leaseback transactions involving existing plant, (2) more equipment manufacturers have introduced lease plans for their products, (3) money remains tight, as evidenced by a 13% decline in corporate liquidity in the industry during the year, and (4) greater use of the open-end "master lease" under which companies can expand their leasing steadily as the need arises.

#### Hurletron Names New Top Officers

Hurletron Inc., recently formed by the merger of Electric Eye Equipment Co. of Danville, Ill., and Wheaton (Ill.) Engineering Co., has announced its newly-elected officers.





Carle M. Noble

J. A. Reinhardt

Thomas N. McGovern, former chairman of Electric Eye becomes chairman of Hurletron. Carle M. Noble, president of Electric Eye, has been named president of the new corporation. Electric Eye will continue as a division of Hurletron.

Management of Wheaton Engineering, which also continues as a Hurletron division, remains under the direction of Joseph A. Reinhardt, founder and president of Wheaton Engineering Co. Mr. Reinhardt also will become a director and chairman of the executive committee of Hurletron.

#### G. P. Low Heads Graphic Arts Research Foundation

G. Prescott Low, publisher of the *Quincy* (Mass.) *Patriot Ledger*, has been elected president and a life member of the Graphic Arts Research Foundation, Inc., Cambridge, Mass. He continues as a director. Alfred J. Moran, New Orleans printing company executive, was elected to serve on the board.

Mr. Low is also vice-president and a director of Kalvatron of Panama and Kalvatron of the Bahamas. Mr. Moran is president of Thomas J. Moran's Sons, contract and business forms printing firm. He is also president of Kalvar Corp., which manufactures photographic materials using heat rather than chemicals for developing.

Graphic Arts Research Foundation, founded in 1947 to develop new printing methods, controls patents on the Photon phototypesetting machine and on the Sinotype machine for setting Chinese characters photographically.

#### Central Paper Expands Line

Central Paper Co., Newark, N.J., has marked its 40th anniversary by expanding its lines to include all standard printing stocks manufactured by S. D. Warren Co.



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You'll say the same thing when you learn about the brand new "priority policy" Fox River has initiated for regular printer-users of its paper products.

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# TOX RIVER PAPER CORPORATION

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#### D. M. Hill Heads Mead Division

Dana M. Hill has been named to the newly created position of director of marketing services for the packaging division, Mead Corp. This is one of several personnel changes made as part of the Atlanta, Ga., division's reorganized customer services and sales programs.

Other appointments include Frank Kaufmann as product planning manager, Homer Forrer as package engineering manager, Marshall Stoll as folding carton marketing manager, William B. Smith, Cluster-Pak market manager, E. D. Davenport to marketing manager of Spring-Roll shelving, H. M. Meyers, division art director transferred to Mead's New York City office, and Glenn Davis as advertising and sales promotion manager.

Division personnel changes include B. E. Frankel, named national account sales manager; E. R. Shelly, regional sales manager, New York City; Thomas Restin to Midwest regional manager, Chicago; John Watkins, sales manager of the Los Angeles plant, and N. T. Steadman, sales manager of the Lawrence plant.

D. H. King has been appointed division controller, and E. R. Brooks, general manager of the machinery division in Atlanta.

#### Brown Memorial Fund Committee Gives Ursinus College \$5,000

George S. Runyan, Crown Zellerbach Corp. vice-president acting in behalf of the Wayne Brown Memorial Fund Committee, has presented to Ursinus College a \$5,000 check to be used for establishing a scholarship to assist needy male students who have campus and athletic field leadership qualities.

Wayne A. Brown, Crown Zellerbach vice-president when he died in May last year, was a star football halfback, basketball player, and campus leader during his Ursinus College undergraduate years. The scholarship fund honoring him was collected through the cooperation of the Kraft Paper Association, the Sulphite Paper Manufacturers Association, and the Tissue Association. Mr. Brown had served these organizations in official capacities. Jack B. Cowie of the Hollingsworth & Whitnev division of Scott Paper Co., was chairman of the scholarship fund-raising committee.

#### Opens Kansas City Warehouse

General Paper Corp. of Kansas, Inc. has opened a new 10,000-square-foot warehouse at 307 Sunshine Rd., Fairfax Industrial Park in Kansas City, Kans.

#### National Packaging Exposition Set for April 10-13 in Chicago

The 30th National Packaging Exposition April 10-13 at McCormick Place, Chicago's new lakefront exposition hall, is expected to be the largest show ever sponsored by the American Management Association. Displays by more than 330 exhibitors will occupy more than four acres of space. AMA forecasts attendance of some 30,000 visitors.

For the first time since 1953, the exposition and its companion event, the National Packaging Conference, will be held under the same roof in Chicago. Scheduled for the conference is a

preview of packaging in the next quarter century.

#### Bank Stationers, LMA to Meet

The Bank Stationers Section of Lithographers and Printers National Association will hold a joint meeting March 8-10 with the Lithographers Manufacturers Association at the Pick-Congress Hotel, Chicago. Section chairman Edward A. Robinson of the J. C. Hall Co., Pawtucket, R.I., and William R. McKeighan, president of the Association of Midwestern Bank Stationers, are expected to be among the speakers assigned to discuss bank check magnetic ink encoding.



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#### Henry D. Johnston Heads Strathmore

Henry D. Johnston has been elected president of the Strathmore Paper Co. He was advanced from vice-president



Henry D. Johnston

to succeed F. Nelson Bridgham, who continues as chairman. Bemis P. Wood has been promoted from general superintendent to vicepresidentfor production, succeeding Laurence W. Shattuck, who

retired after serving the company for 47 years. Robert B. Clark, Jr., printing paper sales manager, and Peter G. Volanakis, technical paper sales manager, were named to

Roy F. Arnold, product development manager and a director, has retired. He had been associated with Strathmore since 1913. The company also announced the retirement of Harold A. Bolles, who continued as a director and consultant after retiring last year from his position as superintendent of a Woronoco mill.

serve on the board of directors.

This is F. Nelson Bridgham's 51st vear of association with Strathmore. Joining the company soon after his graduation from Boston University, he became a director in 1926, assistant treasurer in 1928, and a vice-president in 1942. He was elected treasurer in 1946, president in 1951, and chairman in 1958

#### Chicago Book Clinic Exhibit. Dinner Scheduled for May 2

Date of the annual dinner and exhibition of winning entries in the 12th annual Chicago and Midwestern Bookmaking competition has been set for May 2 at the Tower Club, Chicago, by the Chicago Book Clinic, sponsor of the events. Entry deadline for books published in the Chicago-Midwestern area during 1960 was set for Feb. 13.

The exhibition will be moved on May 3 to the Chicago Public Library for public viewing. A tour of various Midwestern public and university libraries will also be scheduled.

#### GAI Elects New Officers for 1961

The Graphic Arts Industry, Inc., with headquarters in Minneapolis has elected C. E. Johnston, president; F. C. Schilplin, first vice-president; Birger Swenson, second vice-president; William Beddor, third vice-president; Bruce J. Nelson, treasurer, and Paul J. Ocken, vice-president, secretary, and general manager.



Attracting crowds at Zagreb, Yugoslavia, International Trade Fair was a Vertical printing press manufactured by Miehle Co. Celebrities visiting the fair were photographed, the photo made into plastic printing plate and printed on the Vertical

#### Harmon New Sales V-P For National Publishing

Wade H. Harmon, 37, has been advanced from assistant vice-president to vice-president in charge of sales for



Wade H. Harmon

National Publishing Co. in Washington, D.C. The firm's new vicepresident was 18 when he began training for service as a civilian airplane pilot. He joined the Air Force at 20 as instructor of advanced flying.

Four years later he was graduated from the Rochester Institute of Technology, where he majored in printing production. In 1948 National Publishing Co. recruited Mr. Harmon for its apprentice executive training program. After two years of in-plant training he became an account executive and served as such until he was appointed assistant vice-president in 1958.

#### **ANPA Research Institute Production** Management Conference June 5-7

The American Newspaper Publishers Association Research Institute has dated a production management conference for June 5-7 at the Palmer House in Chicago.

Chairmen of sessions for reviewing production management responsibilities in terms of men, methods and machines will be W. R. Coddington of the Detroit Free Press, A. E. Rosene of the St. Paul (Minn.) Dispatch and Pioneer Press, and Harry Sloan of the New York Mirror.

Timed for June 8 is the Institute's Ninth Photocomposition Seminar. In recognition of the growing interest in web offset printing of newspapers, the Institute will stage the first of a series of seminars on this subject on June 9. Both seminars will be held at the Palmer House.

#### Spring Conference Set for Pittsburgh

The International Association of Electrotypers & Stereotypers, Inc. expects 350 plant owners and executives to attend its 32nd annual Spring Technical Conference and Exhibition. Both are planned for the Pittsburgh Hilton Hotel, Pittsburgh, April 17-19.

The program is to include technical discussions of original and duplicate platemaking methods and products as well as talks and panel discussions of management problems. IAES has announced that its exhibition is designed to cut booth costs 30% from previous years to encourage more and better exhibits.

Arrangements have been made for delegates to visit the Standard Electrotype Co. and Service Electrotype Co. plants during their stay in Pittsburgh.

#### AMA Plans To Hold Personnel Conference in Chicago Feb. 13-15

Thirty top executives and personnel specialists will meet in Chicago to lead discussion of topics ranging from pay and labor relations to electing leaders. They will gather at a personnel conference sponsored by the American Management Association and planned for Feb. 13-15 at the Palmer House.

The list of speakers includes Howard M. Dirks, vice-president for personnel and corporate relations for the Harris-Intertype Corp., and Dr. Schuyler D. Hoslett, vice-president of the Reuben H. Donnelley Corp., Chicago.

#### Bourges Color Corp. Displays Solotone Art Work in New York

Bourges Color Corp. has scheduled an art for reproduction exhibition on March 14-17 at the Society of Illustrators Gallery, New York City. The program calls for demonstrations showing how Solotone continuous tone sheets were used for preparing the art work

Complimentary exhibit tickets may be obtained from local art materials dealers or from Bourges Color Corp., Dept. 28, 80 Fifth Ave., New York 11.

#### Advertising Essentials Show To Be in New York March 27-29

The 15th Advertising Essentials and National Sales Aids Show, sponsored by the Advertising Trades Institute, is timed for March 27-29 at Hotel Biltmore, New York City. ATI Chairman Thomas B. Noble forecasts attendance of more than 125,000 buyers. Guest tickets and exhibit information may be obtained from Edward W. Pendleton at ATI headquarters, 135 E. 39th St., New York 16.

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#### NYEPA Gives Award To Allen W. Dulles

Allen W. Dulles, director of the Central Intelligence Agency, voiced what might be called a state of the world message when he received the Franklin Award for Distinguished Service from the New York Employing Printers Association at the Printing Week dinner in that city.

Mr. Dulles recalled that 81 of the 87 countries that have Communist party organizations met in Moscow recently to plot their campaigns for hastening Communist victories in their homelands. He warned that their manifesto called for destroying colonialism, imperialism, and capitalism, and made it clear that their primary and eventual target is the United States.

"Communist propagandists have done a vicious job in misrepresenting our purposes and accomplishments while concealing their own shortcomings," he said. "We must put the picture of Communism into proper focus by tallying an accurate balance sheet of its weaknesses and strengths.

"But that is only half the job. We can state our own case more effectively. We can improve our performance as we put into practice around the world the great ideals for which this country stands. At the same time we must improve our means of communication. Like nuclear warheads, ideas need an effective delivery system.

"You who are engaged in the publication and presentation of ideas, as well as those of us in government, have a special responsibility. We must make certain that the case for freedom, the case for our system of life and for our ideals, is more effectively presented to the world. In this way we can defend and extend the frontiers of freedom."

#### McCall Sets Record, Expands

A record one-billion magazines were printed in the McCall Dayton, Ohio, printing plant during 1960, the publishing firm has announced. In view of the printing record, McCall now has a multimillion-dollar plant under construction in Dayton, and is adding an extension to its present building.

#### Southwest Branch for Simonds

Simonds Saw and Steel Co., manufacturer of cutting tools, has opened a Southern California branch warehouse, sales office, and service shop. It is located in Los Angeles.

#### Intertype Moves Western Office

The Intertype division of Harris-Intertype Corp. has moved its Western district office from 500 Sansome St. to 885 Bryant St., San Francisco 3.



Allen W. Dulles (l.), director of Central Intelligence Agency is this year's winner of Benjamin Franklin Award of New York Employing Printers Association. Donald B. Thrush, association board chairman, presents him with award medal and citation

#### NYC Community College Begins Screen Process Printing Course

New York City Community College of Applied Arts and Sciences, Brooklyn, N.Y., has launched a screen process printing course. Evening courses are running through the Spring semester with Martin Neier of L. W. Frohlich Co., Inc. as instructor.

Mr. Neier is a New York University and New York City Community College graduate and has served as educational chairman of the Screen Process Printing Association of Greater New York

#### Filmer Brothers, Taylor & Taylor Merge in San Francisco

Merger of two San Francisco printing firms, the Filmer Brothers Press and Taylor & Taylor, has been announced by W. Coy Filmer and James W. Elliott, respective presidents of the two firms. The name and facilities of the latter company have been acquired by the Filmer interests, the announcement said. Present plans call for transfer of the Filmer composing room and edition binding departments to the Taylor & Taylor plant in early Spring.

Reinhard Steinley, the vice-president and general manager of the Filmer Brothers Press since 1955, will continue in that capacity.

#### Plan Children's Book Show

The American Institute of Graphic Arts is sponsoring a Children's Book Show to open on March 6 at the New York Public Library and later to travel throughout the country. Books on display will be those chosen for their typographic and artistic merit. The jury is placing emphasis on physical quality including paper, reproduction, printing, and binding, with value for literary merit only if the design reflects it.

#### Name Site, Time For DRUPA 1962

Drupa 1962, International Printing and Paper Fair timed for May 5-18 next year at Duesseldorf, West Germany, is expected to set up new records for attendance and exihibits. Six West German organizations are sponsoring what has proved to be the world's largest market for the printing and paper trades.

Business arrangements, including allotment of exhibit space and information for prospective visitors, are being handled by the Nordwestdeutsche Ausstellungs-Gesellschaft mbH. (NOWEA) at the Fair Grounds in Duesseldorf.

#### Appointed General Manager Of Portland Printing Firm

Clifford W. Parson has been named general manager of Metropolitan Printing Co. of Portland, Ore., with duties



Clifford W. Parson

that include carrying out a \$1-million expansion and reorganization program. Mr. Parson joined the firm five years ago as plant manager after serving in the same capacity for Hall Lithographing Co., Topeka, Kans. The

expansion program he will oversee includes a move this summer to a 100,-000-square-foot building in Portland previously occupied by Ford Motor Co. The move will double the space of Metropolitan's present quarters.

#### Executive Papers Is Name Chosen for K-C Corp. Line

Executive Papers was recently announced as the new name for the cutsize business papers made by Kimberly-Clark Corp., Neenah, Wis. The line is offered in ream quantities of cotton fiber, sulphite, coated, and uncoated papers in 8½x11, 8½x13, and 8½x14 sizes.

More than 20 such Kimberly-Clark brands have been brought under the new name to strengthen the company's identification with merchants and their customers, according to R. A. Brabbee, advertising and promotion manager of the industrial products division.

#### Alcoa Foil From Davenport

Unprinted aluminum foil laminations for packaging, labeling, printing, and other uses will be produced at Aluminum Co. of America's \$1.5-million Davenport, Ia., expansion, set for completion in the near future, the firm has announced.



#### ... FOR PROFITABLE PRINTING OF GLAMOROUS LABELS!

GO DOLLARS AHEAD by upgrading your gummed label customers to Dennison 6656 PermaFlat Gummed Paper. They'll like the sparkling effects produced by high gloss inks on the smooth, ink-saving surface of this 60 lb. white coated sheet. You'll like the way this curlfree, dust-free gummed paper speeds through your presses. You will also like Dennison 6675 . . . the 60 lb. white coated sheet that costs only slightly more than uncoated stock. Specimen sheets of 6656 and samples of both are yours for the asking.

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The only complete line of label sheets that are AS CURL-FREE AS UNGUMMED PAPER before, during and after printing . . . all year 'round.

## This Cost System for Small Offset Plant Really Works

(Concluded from page 53) cannot account accurately for his time in relation to negatives, since the number shot together on each job varies. So all we want to know is how many line shots he made and what size. This system makes the cameraman a bookkeeper, but he spends just a little time on it, and it won't hurt production a bit."

The stripper also makes out one ticket per day per job. His form has "time started" and "time finished" columns. Space is provided for reporting the number and size of bendays, line stripins, special materials used, and other information.

The platemaking report form, similar to the cameraman's ticket, is for noting quantity of plates made, sizes, types (deep etch, albumen, presensitized), steps, surprints, and Vandykes.

The ticket for the pressman is not quite so simple. It requires him to report delay time so that management can tell whether downtime should be chargeable to the job. Other information includes the date, customer, job and how many pounds of ink were used.

Someone in the office picks up all tickets daily. He verifies them, checks them against time cards, then sorts them by job number into envelopes numbered in series for filing in the office. The same man pulls the cost sheets and job cost envelopes when the time for billing the job comes.

"Use of this system makes it possible to bill jobs for what they are really worth," Mr. Klein said. "Here's where the extra dollars come in. The lithographer can check his estimates. He can also check AA's, for which he ought to be paid. The tickets are also useful for providing production records. But the lithographer must explain to his personnel what the purpose behind all this record-keeping is, and he must maintain their interest in the system in order to assure its success."

#### Westprint '61 Show To Have 150 Booths

More than 150 exhibitors have reserved space for Westprint 61, a graphic arts equipment, supplies, and services exposition to be held in the Los Angeles Shrine Exposition Hall, March 23-26.

The show will feature several makes of offset sheet-fed presses, including a 38-inch press never before shown in the United States, according to Herbert L. Mitchell, exposition president. At least one exhibit of Du Pont Dycril relief plates and at least one foreign phototypesetting machine will be shown.

Also scheduled are three major lines of letterpress presses, an electronic engraving unit for metal plates, at least six camera lines, and a wide range of automated bindery equipment, according to Mr. Mitchell. He added that several makes of American web-fed offset presses will be shown.

THE INLAND AND AMERICAN PRINT-ER AND LITHOGRAPHER will have an exhibit at the exposition.

#### T. J. Curran, LPNA Executive, Joins Hennage Lithograph Co.

Thomas J. Curran, assistant executive director of the Lithographers and Printers National Association and head of its Label Manufacturers Division, has joined the sales staff of Hennage Lithograph Co. in Washington, D.C.

Mr. Curran has been associated with Printing Industry of America, Inc. and has served as treasurer of the Graphic Arts Association Executives and vicechairman of the Washington Trade Association Executives.





#### FEBRUARY

Business Forms Institute, annual convention Commodore Hotel, New York City, Feb. 16-17 American Paper and Pulp Association, annual convention, Waldorf-Astoria Hotel, New York City, Feb. 19-23.

Technical Association of the Pulp and Paper Industry, annual convention, Commodore Hotel. New York City, Feb. 20-23.

National Paper Trade Association, Web Printing Institute, Sheraton Towers Hotel, Chicago, Feb. 27-Mar. 4.

#### MARCH

American Newspaper Publishers Association, conference, Hotel Saint

Northwest mechanical conference, Hotel Saint Paul, St. Paul, Minn., Mar. 4-6. Southern Newspaper Publishers Association, Western division mechanical conference, Hotel

Adolphus, Dallas, Mar. 5-7.
Gravure Technical Association, annual vention, Drake Hotel, Chicago, Mar. 8-10.

Lithographic Manufacturers Association LPNA Bank Stationers Section, joint meet

Pick-Congress Hotel, Chicago, Mar. 8-10.
Lithographic Technical Foundation, research committee, educational committee, and members and directors meetings, Sheraton Blackstone Hotel, Chicago, Mar. 13-16. Trade Binders Section, Printing Industry of

America, annual meeting, Statler Hotel, Detroit,

Navigators of New York City, NaviGraphic '61 Forum, Biltmore Hotel, New York City,

Folding Paper Box Association nual meeting and exhibit, Drake Hotel, Chica-Mar, 20-23.

Printing Industry of America, Sales and Production Conference, Edgewater Beach Hotel, Chicago, Mar. 22-24.

Mid-Atlantic Newspaper Mechanical conferre, Penn-Sheraton Hotel, Pittsburgh, Mar. 23-

Westprint '61, Western Exposition for Graphic Arts Equipment, Supplies, Services, Shrine Exposition Hall, Los Angeles, Mar. 23-26.

National Paper Trade Association, annual con-ention, Waldorf-Astoria, New York City, Mar.

Advertising Trades Institute, 15th Advertising Essentials national sales sids show, Biltmore Hotel, New York City, Mar. 27-29. Graphic Art Association Executives, annual convention. Chase-Park Plaza Hotels, St. Louis.

Mar. 31-Apr. 1.

#### APRIL.

Printing Industry of America, board of directors meeting, San Marcos Hotel, Chandler, Ariz.,

Apr. 4-5. Inter-Society Color Council, annual meeting. Sheraton Hotel, Rochester, N.Y., Apr. 10-12. American Management Association, 30th Na-tional Packaging Exposition, McCormick Place,

Chicago, Apr. 10-13.
International Association of Electrotypers &

International Association of Electrotypers & Stereotypers, annual spring technical conference. Statler-Hilton Hotel, Pittsburgh, Apr. 17-19.

Web Offset Section, Printing Industry of America, annual meeting, Edgewater Beach Hotel, Chicago, Apr. 19-21.

Eighth Annual Texas printing management conference, Western Hills Hotel, Fort Worth, Tex., Apr. 22-23.

Reters, Business Forms Section, Printing In.

Rotary Business Forms Section, Printing Industry of America, annual meeting, Edgewater Beach Hotel, Chicago, Apr. 23-26.

Carnegie Printers Alumni seminar, Carnegie stitute of Technology, Pittsburgh, Apr. 27-29. Lithographers and Printers National Associaal convention, Arizona-Biltmore Hotel. Phoenix, Ariz., Apr. 30-May 5.

#### MAY

Southern Graphic Arts Association, annual nvention, Dinkler-Andrew Jackson Hotel,

Nashville, Tenn., May 3-5.
National Association of Litho Clubs, annual convention, Dayton Biltmore Hotel, Dayton, Ohio, May 4-6.

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## Says Improvement in Proofroom Training Methods Badly Needed

(Concluded from page 67)

ciency rates under varying working conditions. Out of such a program could also come recommendations for an optimum physical set-up. What is the ideal type of desk arrangement? What kind of illumination is easiest on the eyes? Is there a particular type of stock on which the proofs should be pulled? How great a degree of quiet is required, and is there a difference in the effect of different kinds of noise? Many employers might be unable to comply with all the recommendations, but I think that most plants would be able to meet at least a minimum set of standards

Any discussion of ways to improve the quality and status of proofreading must come to grips with the question of responsibility. Traditionally, the proofreader's role is to make sure that copy is accurately reproduced. But what happens when the copy itself is wrong?

There are arguments on both sides of the question. The proponents of the

#### Miss Bettie Summey Marks 50 Years With Johnston Printing Co.

Miss Bettie Summey has been awarded a gold pin and pendant by the Johnston Printing Co., Dallas, for her 50 years of service to the firm. President Emil L. Borak made the presentation at an open house, held in her honor on Jan. 8 and attended by more than 200 persons.

Miss Summey, who joined the company Jan. 5, 1911, has for the past 44 years operated a folding machine in the bindery.

Miss Summey honored for 50 years' service



"follow-copy" school maintain that it is the customer's responsibility to prepare the copy properly, that he usually objects to having a manuscript tampered with, and besides, if he wants to make changes after type is set he should be prepared to pay for them. They also point out that a proofreader turns out less work when he starts to worry about possible mistakes in the manuscript. This attitude puzzles me. It is often expressed by individuals whose approach to other aspects of customer relations is completely different.

It seems to me that a good proofroom is an invaluable aid in building customer relations. I admit that printing buyers often are irritated by what they consider excessive or unnecessary queries on proof. They are, however, pleased when serious errors are caught. Management or sales has only to point out that the customer can cross out any suggested change he doesn't like. The proofreader should not have to worry about whether or not a specific change will be considered important by the customer. If he can mark whatever he thinks is necessary, he is much less likely to miss the significant mistakes. When management supports its proofroom, it indicates that it is proud of its proofreaders' work, and this is bound to have a good effect on the customer's opinion of the over-all quality of the plant's work.

One of the reasons given for insisting that proofreaders follow copy is that customers are reluctant to pay for author's alterations (AA's) unless they initiate them themselves. Perhaps this is so. No one likes to pay a bill he didn't bargain for. But a customer is likely to be much more unhappy about errors he discovers after a job is printed.

It is clear that when copy is badly prepared the usual result is bad feeling between customer and printer. If the proofreader makes all the necessary changes, there is a high AA bill. If he follows copy, results are unsatisfactory.

A way out of this impasse is for the printer to offer a copy-editing service to the customer. How much simpler it is to have the proofreader go over the manuscript before it is set in type. The total cost to the customer is invariably less, and there are certainly fewer ruffled tempers. In-plant copy editing is particularly feasible with steady accounts. A style sheet for each customer can be compiled in the proofroom and be used as a guide for marking the manuscript of each new job.

(To be continued in the March issue)

### NEXT MONTH in Printer and Lithographer

Big things are in store for Printer and Lithographer readers next month. Many typographic and format changes will surprise you when you open the magazine. Many informative, entertaining feature articles and a big array of 20 departments will hold your attention.

It's not enough to know whether or not you are making a profit or a loss; you must also know where your strengths and weaknesses lie. Here's how an Eastern printer of publications solved his problems.

Stunning black-and-white lithography that matches beautiful photographs in quality is the goal of many offset printers. Here's how one lithographer does it. Samples, too!!

Two special articles will interest printing salesmen. John Trytten continues his series on "The Printing Sale I'll Never Forget," and Ovid Riso explains how case histories on samples sell the tough prospects.

Looking for production ideas to make your plant more efficient? Here are practices an Eastern plant follows with good results.

Offset pressmen who have trouble with bearers will find the answers in Charles Latham's article on the subject.

What's coming in the way of new papers in the next few years will be predicted by one of the nation's best informed paper men.

One of the West Coast's best beloved characters in printing circles celebrates a birthday in March. Theo Jung tells the story.

Printing presses can possess real profit potentials. M. D. Binford will explain why and how in his series on estimating for small printers and lithographers.

Many regular departments are loaded with fine features of interest to you.



Those interested in literature described are asked to write direct to the company listed in the item. New Literature copy must reach the editor by the 15th of the month preceding magazine's issue date

#### Photo-Lettering 1961 Supplement To Alphabet Thesaurus

The 1961 annual supplement to the Alphabet Thesaurus has been published by Photo-Lettering, Inc., 216 E. 45th St., New York City, Featured in the book are details on P-L's SpectraKrome, a photographic color process designed for use in sales presentations, package designs, etc.

Among the alphabets of special interest are two pages of gothic type faces; a revival of Bookman redesigned in four weights; a contemporary adaptation of Times Roman; Mercantile set in three weights, and four pages of open and contour faces.

#### Carbide-Tipped Saw Blades

North American Products Corp., Box 2914, Jasper, Ind., has issued a catalog describing specialized carbide-tipped saw blades and cutting tools for the graphic arts industry. Detailed are items ranging from composing room saw blades to Ludlow surfaces and Pony auto plate cutters.

#### Fairchild Equipment Brochure

A brochure describing the production of Du Pont Dycril photopolymer printing plates with Fairchild processing equipment has been published by Fairchild Graphic Equipment, Fairchild Dr., Plainview, L.L., N.Y. Both flat and rotary plate production equipment is discussed.

#### Wausau Bond Sample Booklet

A revised sample and specimen booklet of Wausau Bond papers has been made available to the graphic arts field by the Wausau Paper Mills Co., Brokaw, Wis. Samples of popular weights, wove, laid, and ripple finishes, in white and 11 colors are included.

Wausau Bond paper samples are available



#### Pressure-Sensitive Tape Catalog Lists Timesavers

More than 700 timesavers for draftsmen, mapmakers, and chart-makers are listed in a 28-page catalog offered by Chart-Pak, Inc., Leeds, Mass., manufacturer of preprinted pressure-sensitive tapes, symbols, and sheets for use in preparation of graphic visual aids.

Included in the book are several new products, including matte-surface tape, 33 additional pattern tapes for border applications, cross-hatch and other designs for floor layouts, and others.

#### Walton Humidification Bulletin

Walton Laboratories, Inc., 1186 Grove St., Irvington 11, N.J., has made available its technical bulletin on humidification for paper processing and printing operations. The bulletin covers the importance of controlling relative humidity and the way in which such controls will minimize waste.

eliminate poor gripper action, misregister, swelling, and shrinking. It also contains installation data, estimating procedures, etc.

#### **Booklet on Cutting Problems**

The critical cutting operations on plates, mounting, type, and other materials are discussed in detail in a booklet prepared by North American Products Ccrp., P.O. Box 2916, Jasper, Ind. Telling how to get the best results from carbide-tipped saws, the booklet presents solutions to typical cutting problems encountered in the printing trade. In the future a series of bulletins on cutting problems will be issued for inclusion in the manual.

#### Materials Handling Handbook

The Automatic Transportation Co., 149 W. 87th St., Chicago 20, has released its 80-page "Handbook of Cost Cutting Materials Handling Ideas." In-plant materials-



# Finest quality reproduction over the full range of copy is yours with GRANEKOTE PLATES

It's a fact: a grained plate gives you better quality offset reproduction. And with Granekote's mechanically grained surface you can get highest quality over the full range of copy, from the heaviest solids down to the finest highlights.

With Granekote you get full richness and depth of color, even with wide range of copy all on the same plate, because its "reservoir action" gives it a natural ink-water balance

and makes it easier to establish and maintain the balance during the press run.

But the proof is on the press. Compare and see how Granekote packaged presensitized plates will give you the high quality and sharpness that will keep your customers coming back.

For more information on Granekote plates and a free lithographer's glass, send in the coupon today.

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handling problems, such as size of aisles, proper type of truck, analysis of handling, etc., plus case histories of cost-cutting procedures, are included.

#### Guide to U.S. Business Firms

A Marketing Guide to more than 3,500,-000 United States business firms has been published by National Business Lists, Inc., 162 N. Franklin St., Chicago 6. The guide provides current counts of mailing lists broken down by their U.S. Government Standard Industrial Classification (SIC) number. It also lists state counts as well as counts by financial strength of the larger compilations.

#### Caslon's Type; Its Influence

Typographer William Caslon and his influence on modern typography is discussed in a decorative brochure published by Modern Linotypers, Inc., 309 E. Saratoga St., Baltimore 2, Md. Facts about his printing successes in 18th century England, along with a critique of the Caslon type face are featured.

#### **Prices of Diplomat Envelopes**

The Diplomat Envelope Co., 23-23 Borden Ave., Long Island 1, N.Y., has issued a price list of its extensive envelope line. Prices for printed envelopes are included in the list.



Ways of cutting postage costs are included in Pitney-Bowes' postal information book

#### P-B Booklet of Postal Facts

"How Do You Measure Up on Postal Know-How?", a humorously presented booklet of postal information, has been made available by Pitney-Bowes, Inc., Stamford, Conn. Included are tips on how to get maximum value from postage expenses, what class of mail is best suited to a particular need, how to speed mail handling and delivery, etc.

#### Beckett Paper Co. Packets

The Beckett Paper Co., Hamilton, Ohio, has made available packets containing samples of two items recently added to its paper line: Satin Shell Offset and Satin Shell Beckett Vellum. Each packet contains eight samples, seven pastel colors and white.

#### Safety Training Course

A safety training course for industrial foremen has been developed by the National Safety Council, 425 N. Michigan, Chicago 11. Written by Glenn Griffin of the University of Michigan Bureau of Industrial Relations, the course consists of a series of six text booklets entitled "Men and Motives in Safety Supervision." Ways in which a foreman can promote safer work practices are outlined in the course.

#### K-C's "Around the Clock"

The wide variety of uses found for Kimberly-Clark Corp.'s paper products are described in a booklet "Around the Clock," published by the firm in Neenah, Wis. The illustrated booklet shows how each member of a typical family finds paper products helpful during the course of a day.

#### Transkoding Forms Sample Kit

A revised sample kit of Transkoding forms used in magnetic ink encoding, has been made available by Transkrit Corp., 704 Broadway, New York 3. Incorporated into the kit is an article discussing the magnetic ink encoding method used by banks for their checking systems.

In addition, a guide has been worked out so that printers can prepare and redesign checks and other forms, using mag-



"packaged power" ready for operation.

For details request Circular No. A-117

Cleveland 3, Ohio

THE CHANDLER AND PRICE COMPANY

Manufacturers of dependable printing presses and paper cutters

6000 Carnegie Avenue



ERRY LEWIS STARS IN HIS OWN PRODUCTIONS / RELEASED BY PARAMOUN

## How to start a flood of new business:

■ Watch the orders pour in when you offer to print uncoated or pigmented offset paper jobs on fully coated paper at no extra cost!

Just quote on Consolith Coated opaque—the double coated offset paper at uncoated prices. This unique, fully coated, matte finish enamel gives far better printing quality than any uncoated or pigmented offset paper. Halftones are sharp and brilliant...really come alive, thanks to Consolith Coated opaque's uniform printing surface and superior ink holdout. Press performance is remarkable. There's never any worry about pick or ink mottle.

Prove-it-yourself! Get the facts and free trial sheets from your Consolidated Enamel Paper Merchant. Make your own test run. Compare performance, results and costs with any uncoated or pigmented offset paper. Then get out your umbrella!



A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING CONSOLIDATED WATER POWER & PAPER CO. - NATL. SALES OFFICES, 135 S. LA SALLE ST., CHICAGO

netic ink encoding machines. A group of stock forms using the hot wax spot carbonizing method is also included.

#### **Bulletin on Wood's Pulleys**

The complete line of Sure-Grip flat-belt pulleys is listed in bulletin \*22103 issued by T. B. Wood's Sons Co., Chambersburg, Pa.

#### Tri-Power Arc Lamp Details

A brochure describing the Strong Tri-Power arc printing lamp has been made available by the Strong Electric Corp., 57 City Park Ave., Toledo I, Ohio. The lamp burns three carbons to produce a single light source.

#### Civil War Illustrations Are Available From Volk Studio

A series of GrafikLine illustrations, made directly from original Civil War photographs, has been released by Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. The illustrations for advertising or editorial use in connection with the Civil War centennial, are included in the current issue of Art Director's Clip Kit, a monthly art service.

#### **Printing Management Course**

Western Michigan University's School of Applied Arts and Sciences, Kalamazoo, Mich., has prepared a prospectus on its four-year Printing Management course.

#### "Paper and the Graphic Arts" From Kimberly-Clark Corp.

"Paper and the Graphic Arts," another booklet in the "better printing through better planning" series, has been published by the Kimberly-Clark Corp., Neenah, Wis. Written by Dr. Walter W. Roehr, a senior research associate of the firm, the illustrated booklet discusses some of the technical aspects of the production and characteristics of paper.

It includes information on pulpwood and pulp preparation, fiber preparation, bleaching and mineral fillers, paper machines, and methods used to apply coatings. Papers used for rotogravure, offset, and letterpress printing are discussed in detail, as are effects of moisture on paper and other problems encountered in the storage, handling, and use of paper.

"Paper and the Graphic Arts," comprehensive booklet on paper production, is discussed by its author, Dr. Walter W. Rochr (r.), and Lyle Landrum, an advertising supervisor of Kimberly-Clark, publisher



#### Review of Inkers' Season

The Van Son Holland Ink Corp. of America, Mineola, N.Y., has published its annual Baseball Yearbook covering the activities of the Holland Inkers semiprofessional baseball team. The illustrated booklet includes game and player statistics, batting and fielding averages, etc.

#### Mead Ledger Paper Samples

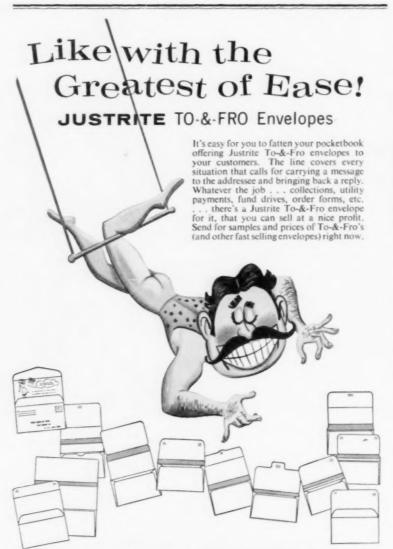
Mead Ledger and Moistrite Ledger paper samples have been made available by Mead Papers, Inc., 118 W. First St., Dayton 2, Ohio. Samples are in white, buff, and eyetone in a full range of weights. Both the regular and posting finishes are included.

#### New Edition of "Folding Carton"

A new edition of "The Folding Carton" is being distributed by the Folding Paper Box Association of America at 222 W. Adams St., Chicago 6. The illustrated booklet includes a glossary of terms used in the manufacture of folding cartons, diagrams of popular carton styles, and descriptions of carton manufacture.

#### Robertshaw Technical Report

A new method of controlling ink level in printing press fountains is discussed in a technical application report issued by Robertshaw-Fulton's Aeronautical and Instrument Division, Santa Ana Freeway at Euclid Ave., Anaheim, Calif. The report, L-106-A, describes the use of Robert-



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NORTHERN STATES ENVELOPE CO. 300 East Fourth Street • Saint Paul 1, Minnesota

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we do not sell consumers

shaw's Level-Tek, a capacitance-actuated, nonmechanical, all-electronic fixed-level detection device to control ink level.

#### LFMA Lists Aluminum Foil Lamination Specifications

Standards for aluminum foil in various laminations with paper and board are detailed in a booklet available from the Laminated Foil Manufacturers' Association, 1002 Union Trust Bldg., Providence 3, R.I. It lists specifications for foil thicknesses, weights of papers commonly used in foil laminations, basic types of paperboards, methods of testing lacquers on foil, and a glossary of terms used in the industry.

Also included is a page of conversion formulas, a guide to quick determination of foil requirements.

#### Aigner Index Planner, Samples

An index planner and sample catalog for use by printers and bookbinders has been developed by the G. J. Aigner Co., 426 S. Clinton St., Chicago 7. The index planner contains samples of all styles of index tabs, tab colors, tab sizes, paper stocks, and Mylar plastic reinforcing for index dividers. Layout sheets for catalog planning are also included.



Samples of index materials are included in index planner issued by G. J. Aigner Co.

#### Corporation and the Tree

The "romance of the woodlands" is told in text and photographs in "The Corporation and the Tree," a 34-page booklet published by Kimberly-Clark Corp., Neenah, Wis. From forest plantings to the finished paper products, the story of paper and its importance in modern living is outlined.

#### Screen Process Equipment

American Screen Process Equipment Co., 2309 W. Huron St., Chicago 12, has issued its catalog of more than 1,000 screen process items. Equipment for processing various materials, including paper, plastics, metal, leather, glass, and others, are listed in the catalog.



Brochure details uses for Wausau Bond

#### Wausau Mills Bond Brochure

The Wausau Paper Mills Co., Brokaw, Wis., has published a four-page brochure outlining the versatility of the firm's Wausau Bond paper.

#### **ALA Recruitment Plan Booklet**

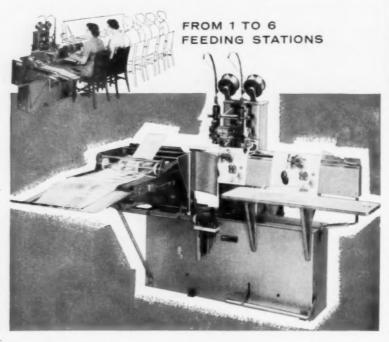
Local 4, Amalgamated Lithographers of America and the Chicago Lithographers Association, Inc., have published a booklet, "Joint Apprentice Committee Working for You." It describes in detail the program developed by the industry to recruit eligible young men for the lithographic trade. Copies are available from Local 4, ALA, 204 S. Ashland, Chicago 7.

#### **Automatic Stapling Machine**

Information on the model SE-77F automatic stapling machine, manufactured by the Staplex Co. of 777 Fifth Ave., Brooklyn, is contained in a two-color brochure recently published by the firm.



# Rosback auto-stitchers grow with your business





- A Set Left Head on gradu
- Raise Lever to loose Head and Lower Lev to lock Head.
- C Position First Staple in
  Book According to

Single Station Auto-Stitcher with Back Table gives 2 Feeding Stations • 2-Station with Back Table gives 3 Feeding Stations • Gathering Saddle adds 4 Feeding Stations to Auto-Stitcher • Single Station with Gathering Saddle gives 5 Feeding Stations • 2-Stations with Gathering Saddle gives 6 Feeding Stations • Stitches automatically staggered which allows trimming of the pile of books • From 1 to 4 Heads can be used on the Machine • When 4 Heads are used in 2-up work, the stock to be stitched should not exceed ½ in thickness • Speed variable at will of Operator • Maximum speed 4,100 per hour • Maximum size book 11½ x 15.

Rosback

F. P. ROSBACK CO. Benton Harbor, Michigan

# PEOPLE IN THE NEWS

Devoted to timely items concerning men associated with the graphic arts industry. Copy must reach editor by 15th of month preceding issue date

Jack Gilman has been named vice-president in charge of manufacturing for Allied Paper Corp., Chicago. In his new position, Mr. Gilman will direct manufacturing, engineering, and production scheduling at Allied's mill division in Kalamazoo, Mich. He has been with the company since 1939.





Jack Gilman

T. P. Mahoner

Thomas P. Mahoney has been named sales vice-president of Inland Lithograph Co., Chicago. He is a past president of the International Association of Printing House Craftsmen.

John J. Penhaker has been named manager of converter paper sales for the Hollingsworth & Whitney Eastern Sales Division of Scott Paper Co., Chester, Pa. Mr. Penhaker has been associated with the sales division since 1919.

Edward O. Tierney, Jr., has been named manager of the new Menlo Park, Calif., office of Di-Noc Chemical Arts, Inc., Cleveland, Ohio. He has been with the firm for more than 20 years.

Earl A. Ginter has been named vicepresident of sales for Von Hoffmann Press, Inc., St. Louis and Jefferson City, Mo. He has been associated with the firm since 1946.

Dan Fishman, vice-president and envelope division manager of Hobson Miller Paper Co. when it became a division of Saxon Paper Corp., has purchased the Atomic Envelope & Printing Co., Inc., New York City.





Dan Fishman

C. M. Andrews

C. M. Andrews, vice-president and Eastern sales manager of the Lawson Co., Chicago, a division of Miehle-Goss-Dexter, recently marked his 30th anniversary with the firm.

David L. Belew of Rowe and Wyman Advertising Agency, Cincinnati, has been appointed director of advertising and sales promotion for the Beckett Paper Co., Hamilton, Ohio.





David L. Belew

Dr. M. W. Gross

Dr. Mason W. Gross has been elected to the board of directors of Kingsport Press, Inc., Kingsport, Tenn. A former professor at Harvard and Columbia Universities, Dr. Gross is now president of Rutgers University.

Charles V. Creek has been named sales manager of the Brightype Division of Ludlow Typograph Co., Chicago.





John E. Clark

John E. Clark has been promoted to Midwest sales manager of the Lawson Co., Chicago, a division of Miehle-Goss-Dexter, Inc., from his position as manager of

the firm's Rochester, N.Y., territory.

Henry Peeters has been appointed director of production scheduling for the Kalamazoo, Mich., mill divisions of Allied Paper Corp., Chicago, Guy Mahoney will succeed Mr. Peeters as the assistant scheduling director





Henry Peeters

Arthur N. Knol

Arthur N. Knol, president and general manager of the W. F. Hall Printing Co., Chicago, was honored for his philanthropic work by the National Jewish Hospital at Denver, Mr. Knol, a sponsor of the hospital, received a citation "for distinguished philanthropic service," at a recent luncheon in Chicago.

A. Rodney Boren, a vice-president of the Mead Corp., Dayton, Ohio, has been elected president and treasurer of the Fourdrinier Kraft Board Institute, Inc.

James Jones has been elected president of Republic Graphics, Inc., New York City.

R. L. Montgomery, A. B. Tollini, and W. F. Griffiths have been named district sales managers for Standard Register Co., Dayton, Ohio. Respectively, their territorial assignments are in Richmond, Va., Philadelphia, and Reading, Pa.

Buford Payne, Tri-State Offset Co., has been elected president of the Cincinnati Litho Club, succeeding Russell Esberger.

V. A. Anderson, James C. Fergus, and J. Bernard Jones have been appointed assistant to the president for organization, assistant to the president for sales, and sales manager, respectively, in recent personnel changes at Standard Publishing Co., Cincinnati.

V. Anderson J. C. Fergus J. B. Jones









Howard J. Martin and Robert Jocham have been named New Jersey sales manager and general plant manager, respectively, of Watts Business Forms, Allwood, Clifton, N.J., a division of the Alfred Allen Watts Co., Inc. Mr. Jocham will have charge of the Dillsburg, Pa. plant.

Lawrence B. Kelley has been transferred to the staff of Lamar M. Fearing, executive vice-president of International Paper Co. Formerly manager of merchant sales in the firm's fine paper division, Mr. Kelley will assist in sales administration.



Lawrence B. Kelley



William Rinehart

William D. Rinehart has been appointed director of the mechanical and service division of the American Newspaper Publishers Assn.'s Research Institute.

Bramwell Ault, a vice-president of Interchemical Corp. since 1941, has been elected chairman of the firm. New sales vice-president is William Davies, and Kenneth B. Lane is vice-president.



J. W. Lawrie



C. W. Collins

J. W. Lawrie, central division sales manager of the Standard Register Co., Dayton, Ohio, has relocated his headquarters from Detroit to Chicago. C. W. Collins now heads the northeast division from Cleveland, manager of the Mid-Atlantic division is R. J. Ashman in Philadelphia, and Hartford, Conn., is headquarters of W. O. Woolley, New England division manager.

George Boyne has been appointed to the Dallas sales territory of the Miehle Co., a division of Miehle-Goss-Dexter, Inc., Chicago.

W. B. Meyer, eastern general sales manager of industrial products, Kimberly-Clark Corp., has been named vice-president of sales, industrial products division. He joined the corporation in 1935.

Eli Cantor, a director of the Composing Room, Inc., New York City, and chairman of its executive committee, has been advanced to senior vice-president. Benjamin F. Grogan has been named sales vice-president of the Williams Press, Inc., Albany, N.Y. He will make his headquarters at the New York City offices.

Ellsworth Geist, vice-president and advertising manager of the S. D. Warren Co., Boston, has retired after 32 years of service with the company.

John D. Rockaway, managing director of the Graphic Arts Association of Cincinnati, Inc., and executive secretary of the Miami Valley Lithographers Association, has retired as colonel of the First Battle Group, 147th Infantry, 37th Division, Ohio National Guard. He served in the unit for 31 years.



William C. Klein



John D. Rockaway

William C. Klein has been named manager of the Rochester, N.Y., plant of Sam'l Bingham's Son Mfg. Co. Mr. Klein formerly served as shop foreman, salesman, and assistant manager at the firm's Detroit plant.

You're on the press faster with





Carl E. Thompson has been named West Coast assistant service manager of the Miehle Co., a division of Miehle-Goss-Dexter, Inc., Chicago. He will make his headquarters at the firm's San Francisco

Raymond A. Franzino has joined the Robert O. Law Co.'s Lithographic division, the Varitone Co., Chicago, as eastern sales representative.







Stanley C. Holton

Stanley C. Holton has been appointed assistant superintendent of the Harvester Press of the International Harvester Co., Chicago. He has been with the company

Chester N. Stupp has been promoted to manager of Oxford Paper Co.'s Miami mill at West Carrollton, Ohio. Willis G. Hartford has been named manager of the firm's Lawrence division and George E. Prentiss has been advanced to Lawrence division production manager.

Harold White has been appointed Michigan-Indiana district sales manager for Fasson Products, Painesville, Ohio.

Charles E. Southern, Tennessee district manager for Sinclair and Valentine Co., died on Dec. 15 in Nashville, Tenn. He had served the company for the past 25 years

C. R. Lee has been selected to head the Buffalo sales office of the Chemicals division of Eastman Chemical Products, Inc., New York City, a subsidiary of the Eastman Kodak Co. Ted K. Bailey will succeed him as Chicago sales representative

W. R. Mosby has been named district manager for six southern branches of Sinclair and Valentine Co., the printing ink division of American-Marietta Co.



Norman J. Cordes



W. R. Mosbu

Norman J. Cordes has been appointed sales manager of Guide-Kalkhoff-Burr, Inc., New York City.

Craig E. Falk has been appointed manager of the Adams, Mass., plant of the Dewey and Almy Chemical division, W. R. Grace & Co., Cambridge, Mass.



Craig E. Falk

Lawrence Herman

Lawrence E. Herman has been appointed general manager of Quido E. Herman & Co., Inc., Los Angeles, West Coast agency for Star Parts, Inc.

Douglas W. Mulcahy and George E. Funkhauser have joined the New York sales staff of Miller Printing Machinery Co., Pittsburgh.

James L. Morrissey has been named director of manufacturing of Ditto, Inc., Chicago.

William J. Mariner has been elected vice-president of manufacturing for the Case-Hoyt Corp., Rochester, N.Y., printers and lithographers.

William Baumrucker, Jr. has joined the professional engineering firm of Chas. T.



Here's an easy way to get up to 15% . . . and more . . . additional running time from your large presses. If you're like most good printers, your pressmen devote at least 15% of every hour for washing up plates. They're washing off paper, lint, dirt and offset spray that causes hickies, freckles and other undesirable spotting on quality printing. Equipping your presses with Doyle Paper Cleaners keeps your paper stock and plates clean as a whistle. Sucks off all offset spray, paper dust and other loose material. As a result your press running time soars to new highs. Doyle Cleaners are used in many leading plants. They should be in yours, too. Write today for full details giving us your large press specifications.

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Main, Inc., Boston. He will furnish layout, design, construction supervision, and process studies for projects in the printing and publishing fields.

Richard F. Curry and Donald A. Schimenti have been named sales and technical representatives for the Rolled Plate Metal Co., Brooklyn.

William P. Keegan has been named director of patents of Mergenthaler Linotype Co., Brooklyn, succeeding F. G. Braham, who has retired. Mr. Braham will remain in an advisory capacity.

James W. Field has joined the staff of the Packaging Institute as technical and field service director.

Quido E. Herman, president of Quido E. Herman & Co., Inc., Los Angeles, has been appointed sales manager of Star Parts, Inc.

Vincent C. Lanigan has been named vice-president and assistant to the general sales manager of Forbes Lithograph Manufacturing Co., Boston.



Vincent C. Lanigan



Quido E. Herman

Louis Chable, Jr. has been named manager of merchant sales of the fine paper division, International Paper Co., New York City. George H. Stuhr, Jr. has been appointed manager of bleached board sales.



Louis Chable, Jr.



George H. Stuhr



A. C. Jecklin, Sr.

123 Chestnut Street

Newark 5. N. J.



Daniel G. Church

Arthur C. Jecklin, Sr. has been elected chairman of Gane Bros. & Lane, Inc., and Gane Bros. of New York, Inc. Daniel G. Church was named to succeed Mr. Jecklin as president of both firms. Robert O. Oney has been named chief inspector at the Mead Corp.'s Kingsport division, succeeding J. E. Black who has retired after 38 years with the firm.

Fred W. Koellish has marked his 54th anniversary with the Lezius-Hiles Co., of Cleveland.

Vernon J. Wiberg has been appointed sales manager of the Graphic Arts division of the G. J. Aigner Co., Chicago.

Clifford J. Coons has been named a vice-president of Charles Francis Press, New York City.

Al Roberts, president of Roberts Supply Co., of Los Angeles, San Francisco, and Dallas, has been appointed California and Texas distributor for RB&P Chemical & Supply, Inc., Milwaukee. Donald B. Lytle has been elected vice-

Donald B. Lytle has been elected vicepresident of Pontiac Graphics Corp., Chicago, a subsidiary of the Electrographic Corp. In addition, Mr. Lytle has been appointed research and technical director of Electrographic Corp.



Donald B. Lytle



Al Roberts







In regular and non-flammable form.

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# YOUR OLD METAL CAN BUY NEW TYPE

Either in fonts or sorts. Over 180 assorted type faces are available to fill your cases for normal use.

Take advantage of our liberal trade-in offer to add a new series of type and improve your sales.

Our nationally famous Handy Boxes of assorted items are also available for your old metal.

Why not look around your composing room? You will be surprised at the amount of old metal that can be put into active use.

#### Baltotype

15-17 S. Frederick Street . Baltimore 2, Maryland







Products

#### STERLING Toggle Base

Reduce lockup and makeready time to the minimum. PMC Toggle Base and Hooks assure fast, accurate plate positioning . . . eliminate downtime because of rocking cuts and work-ups . . . cut operating costs . . . and improve quality, for plates are held in exact registered position throughout longest runs.

Base available in magnesium or semi-steel.

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ROTARY MODELS
(Right angle or parallel)

# WEIER

Fine workmanship, rugged construction insure crisp accuracy, clean impressions, perfect sequence
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Write for information and prices

**(2)** 1969

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DIV. OF NEW ERA MANUFACTURING COMPANY
BOX 400, HAWTHORNE, N.J.
ONLY UNION-MADE NUMBERING MACHINE IN U.S.A.

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PRINTER and LITHOGRAPHER

# classified buyers' guide

RATES: Ordinary classified, \$1.50 a line per insertion (figure 38 characters per line); minimum \$4.50. Used monthly, \$45 a year for 3 lines; \$15 for each additional line. Situation wanted, \$1.15 a line, minimum \$3.45.

Display classified sold by column inch with discounts for larger space and three or more time, \$27, used 12 times, \$22 per insertion. Two or four inches used one time, \$25 per insertion. Two or four inches used one time, \$25 per inch. Full rate schedule on request. Please send payment with order.

Copy must be received at 79 W. Monroe St., Chicago 3, Ill., by the 18th of the month praceding date of publication.

#### ADHESIVES

CARB-N-SET Penetrating Glues — are used from coast to coast to pad one time carbon, NCR, Spot Carbon, other Forms, Ready-to-use, CARU-N-SET FORMS, P.O. Box 8, Roosevelt Sta., Dayton 17, O.

#### **BUSINESS OPPORTUNITIES**

COMBINATION LETTERPRESS-OFF-SET plant plus fully equipped lettershop facilities in growing Southern California city 60 miles from Los Angeles in smog-free area easily accessible to mountains, lakes and beaches. Gross for 1960 over \$165,500.00—a steady increase of 300% in 7 years. One partner retiring, other has outside interests. New Intertype, Ludlow, 17x22 Chief, Davidson, Miehle Vertical, 2 Heidelbergs, Kluge, Baum Folder, Lettershop has new AB-Dick Offset, Mimeo, Folder, Electric Typewriters, Addressograph, Graphotype, etc. Building Optional. Write Box R-59, Inland & Am. Printer & Lithog., 79 W. Monroe, Chicago 3, Ill.

#### CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS, MATCHES, ADVERTISING NOVELTIES TO THE PRINTER-Sell your regular printing customers and others. Fleming Calendar Co., 6525 Cottage Grove, Dept. S, Chicago 37, Ill. CARBONIZING

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.... for the trade. The most satisfactory process for checks, gummed or plain labels, forms, receipts, etc. Permanent and clean. Hot wax carbonized on your own stock . . . any kind of paper. Write or phone for free estimates and samples.

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EQUIPMENT & SUPPLIES FOR SALE(Cont.)

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Diversified stock includes Miller single and two color presses; Miehle Verticals to Two Color 70" 6/0 units; Harris and ATF offset presses; Cutters, folders and composing room equipment. Soundly serviced to trusted high standards.





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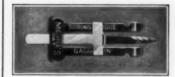
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## THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

- ★ MANY PRINTING INDUSTRY employees have a great storehouse of knowledge on how to do their job better, how to run their department better, and hundreds of ways of saving money in production—but no one has ever asked them!!
- ★ TONGUE IN CHEEK material always interests us for this department, and so we offer as a special feature this month some oral musings by Boris Speroff, director of industrial relations for the Lithographers and Printers National Association, who opines this year's contract and bargaining sessions, now on the horizon, will give a distinct boost to an entirely new method in the not-too-distant future:

"The days are numbered before lithographic managements shall again be faced with the necessity of collecting their wits as well as their facts, stabilizing their mental composure and nursing along their reservoirs of energy and stamina. Above the rise, the bargaining table beckons!

"Over the years the tenor and complexion of bargaining tactics and strategy employed by unions, for the most part, but also by managements, has ranged all over the proverbial lot, depending upon employment conditions in the industry, the status of employer-employee relations, the profit margin, previous contract operating effectiveness, and the like.

Today, the business of bargaining is increasingly assuming a more scientific, or at least objective-like, basis. The seat of the pants approach is a thing of the past.

"Progressive unions now employ skills and talents within their organizations on a par with those formerly enjoyed exclusively by managements. The drudgery and onus of spending countless emotion-laden, harrowing hours over a "hot" bargaining table is slowly becoming an obsolete form of human combat.

"At the risk of sounding impertinent, humorous and/or inane, let me sketch briefly the bargaining process of the future. The introduction and increasing utilization of automated machines and computer systems has revolutionized the routine, repetitive manual work-a-day chores of the modern office.

"A new management science of decision-making by means of automated devices is already upon us. Terms such as operations research, linear programming, etc., are, simply put, nothing more than the application of mathematical models to everyday problems. In short, more objective, efficient, effective, as well as time-saving, decisions can be made to assist management in executing its operations.

"In the future, union leaders shall no longer depend upon polling employees to ascertain what bargaining demands or proposals to put forward, use the demands presented in other cities as a basis for their demands, or the like.

"Henceforth, the demands to be made-particularly the economic ones-shall be the result of programming, of feeding data into the "mechanized monster" and having the machine determine, automatically, what kinds of demands or proposals are to be made of management.

"Thus, information relative to wage rates, health and welfare payments, vacation allowances, etc., shall be fed into the machine, together with the necessary historical (or longitudinal) ratios of these factors, a safety factor is also thrown into the equation, and sundry other mathematically reducible factors are likewise introduced into the equation, which then—in a matter of minutes—will spawn the ultimate demands.

"A paradigm of the bargaining scene could be depicted thereupon as follows:

"UNION: 'Here, gentlemen, are our proposals. They are scientifically defensible, free of human error, realistic, and acceptable to the union. They shall be acceptable to you also, we believe.'

"MANAGEMENT: 'Thank you, gentlemen. If you will permit us a few minutes of recess, we should like our computer to digest your proposals.'

"(The union proposals are fed into the computer and verified. These are then compared against the management counterproposals. If the two coincide, management then continues:)

"Thank you for waiting two minutes, gentlemen. We accept your proposals."

"(If, however, the two proposals differ, management again continues:)

"'Gentlemen, we fear our computer fails to see eye to eye with your proposals. We suggest that we jointly turn over our data and memory drums to an impartial computer in order to arrive at a solution."

"UNION: 'We accept.

"The ultimate decision—set of proposals or demands—is made by the machine, and management merely accedes to it. And, even in the event of a conflict, another machine arbitrates the difference. Bargaining now becomes fun!

"Moral: No machine is any better than its programmer. The better the input of information, the greater the output of results. Ergo, no bargaining climate is better than the people who supply the facts!"

- ★ A YOUNG ESTIMATOR explained that he often discusses his job with his wife. "I describe in detail what I'm doing, and she doesn't understand a word. But sometimes, when I'm through, I do."
- ★ PROGRESS REPORT: The East Germans have developed a phototypesetter for Asiatic languages. Called Polytype, it can set up to 3,600 characters from 7 to 20 point.
- ★ TELEPHONE CALL TO A PRINTER: "Our ladies' club is thinking about getting out a booklet, and we don't know how big, or how many copies; we don't know how many colors we want; what will it cost?"





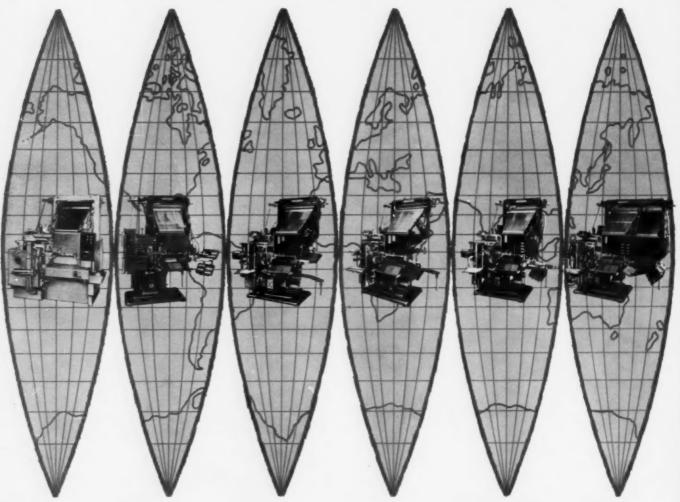
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